EXHIBIT B

1	IN THE UNITED STATES DISTRICT COURT		
2	FOR THE EASTERN DISTRICT OF PENNSYLVANIA		
3			
4	IN RE: PROCESSED EGG PRODUCTS: MDL NO. 2002 ANTITRUST LITIGATION 08-MDL-02002		
5	ANTITROST LITIGATION 00-MDL-02002		
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PHILADELPHIA, PA 8			
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	DECEMBER 2, 2019		
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L1			
L2	BEFORE: THE HONORABLE GENE E.K. PRATTER, J.		
L3	DEFORE. THE HONORADLE GENE E.R. FRATTER, U.		
L 4			
L5	TRANSCRIPT OF TRIAL PROCEEDINGS		
L 6	DAY 18		
L7			
L8			
L9			
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22	Official Court Reporter Room 1234 - U.S. Courthouse		
23	601 Market Street Philadelphia, PA 19106		
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	(Transcript produced by mechanical shorthand via C.A.T.		

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1
                         (Deputy Clerk opened court)
 2
               THE COURT: Hello, everyone.
 3
               MR. BLECHMAN: Good morning, Your Honor.
 4
               THE COURT: So nice to see you again. I'm sure --
 5
    have a seat, have a seat. I'm sure you all missed each other.
 6
     Anything we need to talk about? I think somebody sent a
 7
    message about the evenings this week or late afternoons. I'd
 8
     rather do it in bits as opposed to a marathon session, if
 9
     that's okay with you all. Not tonight and not Thursday. So
10
     that means Tuesday and Wednesday. Okay? From like 5 to
     6:30-ish, and then we'll see what more we need. Okay.
11
12
    Anybody lose any family members to a fight or anything?
13
               MR. BLECHMAN: An original Thanksgiving.
14
               THE COURT: You know, it's a shtick. Right? Okay,
    we can bring the jury back. What's next -- where are we?
15
16
              MR. BLECHMAN: Professor Michael Baye will testify
17
    next, Your Honor.
18
               THE DEPUTY CLERK: All rise.
19
               (Jury in.)
20
               THE COURT: Okay, everyone, please take your seats.
21
    Good morning, ladies and gentlemen. Happy December. I hope
     you all had a lovely Christmas -- Christmas -- I'm
22
23
     fast-forwarding. Don't think I'm not concentrating. I hope
24
     you had a lovely Thanksgiving and that nobody had any really
25
    horrendous drive here today. The weather report seems to be
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- 1 that it's going to be rather one of these -- you know, have
- 2 the newspeople tell you it's scary, but it really is just one
- 3 of those nothing kind of deals, but if it becomes quite
- 4 inclement, we will take that into account in terms of closing
- 5 up for today. So thank you very much for being back. My
- 6 great focus is going to be now on opening day for the Phillies
- 7 to practice. All right, we're going to focus on that, aren't
- 8 we?
- 9 Mr. Blechman, I think you're back up.
- 10 MR. BLECHMAN: Thank you, Your Honor. Plaintiffs
- 11 call as their witness Professor Michael Baye, an economist.
- 12 THE COURT: As I explained, ladies and gentlemen,
- 13 the Plaintiff had rested, but because of scheduling of various
- 14 witnesses for lots of reasons, we're doing this a tiny bit out
- of order. It's nothing unusual about that. It happens all
- 16 the time.
- 17 Come on up.
- 18 THE DEPUTY CLERK: Please remain standing and raise
- 19 your right hand.
- 20 (Witness sworn.)
- 21 THE WITNESS: I do.
- THE DEPUTY CLERK: Would you please have a seat.
- 23 Please state your full name and spell your last name for the
- 24 record.
- THE WITNESS: My name is Michael Baye, B-A-Y-E.

- 1 THE COURT: Good morning, Dr. Baye. How are you
- 2 today?
- 3 THE WITNESS: I'm great. Thank you.
- 4 THE COURT: Did you have a nice Thanksqiving
- 5 holiday?
- 6 THE WITNESS: It was good. Thank you for asking.
- 7 THE COURT: Okay, well, my pleasure. Just make sure
- 8 you're comfortable and that you keep your voice up, okay?
- 9 Mr. Blechman, you may proceed.
- 10 MR. BLECHMAN: Thank you, Your Honor.
- 11 MICHAEL BAYE,
- 12 called as a witness herein by the Plaintiffs, having been
- 13 first duly sworn, was examined and testified as follows:
- 14 DIRECT EXAMINATION
- 15 BY MR. BLECHMAN:
- 16 Q. Professor Baye, good morning. Would you please briefly
- introduce yourself to the jury and tell them what you do for a
- 18 living.
- 19 A. Yeah. My name is -- Mike Baye is who I call myself, but
- 20 I'm a professor at Indiana University. I've been a professor
- 21 at Indiana University since 1997. I went to Indiana
- 22 University from Penn State University. I was a professor in
- 23 the economics department at Penn State for a little less than
- 24 ten years, and before that, I was a professor at Texas A&M
- 25 University. I've been on the faculty as professor at the

- 1 University of Kentucky. And so that's what I do for a living.
- 2 Q. Okay. Let me just move this a little bit and make it a
- 3 little bit easier for me, if I might. All right.
- 4 Professor Baye, what do you teach?
- 5 A. I'm an economist. I teach economics.
- 6 Q. And for whom are you currently employed as a professor of
- 7 economics?
- 8 A. Indiana University. I'm in the Kelley School Of
- 9 Business.
- 10 Q. Please describe for the ladies and gentlemen of the jury
- 11 your educational background.
- 12 A. Yes, sure. I received my undergraduate degree from Texas
- 13 A&M University in 1980. I got a master's degree in economics
- 14 from Purdue University in 1981 and a PhD in economics from
- 15 Purdue University in 1983.
- 16 Q. Besides your teaching at Indiana University now, have you
- 17 taught -- well, let me back up.
- 18 What is the subject matters that you teach at
- 19 Indiana?
- 20 A. I'm a microeconomist, which means that I do industrial
- 21 organization, I do antitrust, I do microeconomic theory, I do
- 22 applied econometrics, those types of things.
- 23 Q. Professor Baye, have you taught at any other universities
- 24 besides Indiana University?
- 25 A. Yes. I taught industrial organization at Penn State

- 1 University for the entire time I was there. I taught
- 2 industrial organization at -- and microeconomic theory at
- 3 Texas A&M University. I taught microeconomics theory at the
- 4 University of Kentucky. And I actually taught a course at the
- 5 New Economic School in Moscow shortly after the Berlin Wall
- 6 came down, about five years after the wall came down.
- 7 Q. Do you do economic research as an economist?
- 8 A. Absolutely.
- 9 Q. Please describe briefly the economic -- or the types of
- 10 economic research that you do as an economist.
- 11 A. Sure. So I do both theoretical and empirical work which
- 12 means that I look at the behavior of firms and how the
- 13 behavior of firms impacts the efficiency of markets, the
- 14 prices that firms charge, the welfare of consumers, things
- 15 like that.
- 16 Q. Okay. Do you do any economic consulting?
- 17 A. I do. I'm a special consultant, academic affiliate for
- 18 NERA.
- 19 Q. What is NERA, spelled N-E-R-A?
- 20 A. National Economic Research Associates. It's an economic
- 21 consulting firm that has a host of, you know, PhDs and people
- 22 with undergraduate degrees in economics and computer science
- 23 and statistics that assist in allowing someone to do the kind
- 24 of econometrics that's required in a case like this.
- 25 Q. For how long have you worked with NERA?

- 1 A. I affiliated with NERA about just a few months after I
- 2 left the Federal Trade Commission, and that was in
- 3 approximately 2010-ish.
- 4 Q. Okay. I'm going to turn to your work for the Federal
- 5 Trade Commission and other federal agencies in a moment.
- 6 First, let me -- let me hand you something. Just a moment.
- 7 MR. BLECHMAN: May I approach, Your Honor?
- 8 THE COURT: Yes.
- 9 MR. BLECHMAN: Thank you.
- 10 BY MR. BLECHMAN:
- 11 Q. Professor Baye, would you please tell us what -- what
- 12 I've handed you.
- 13 A. You've handed my -- handed me my curriculum vitae.
- 14 Q. Is it a current copy of your CV, or reasonably current?
- 15 A. It's reasonably current. I've had another paper accepted
- 16 that's not listed on here, but it's pretty current.
- 17 Q. Okay.
- 18 MR. BLECHMAN: Your Honor, Plaintiffs offer --
- 19 withdrawn.
- 20 BY MR. BLECHMAN:
- 21 Q. Dr. -- Professor Baye -- excuse me -- did you prepare
- 22 this CV of yours?
- 23 A. Well, my assistant did, with my edits and stuff. I'm not
- 24 a good formatter, but it's my CV, yeah.
- 25 Q. Have you confirmed the accuracy of your CV?

- 1 A. Yes.
- 2 MR. BLECHMAN: All right, Plaintiffs offer
- 3 Exhibit 771 in evidence.
- 4 MR. LEVINE: Objection. It's hearsay.
- 5 THE COURT: Typically we don't offer the CV as an
- 6 exhibit.
- 7 MR. BLECHMAN: That's fine. I'm happy.
- 8 THE COURT: The material is there --
- 9 MR. BLECHMAN: And we can use it as a reference tool
- 10 and that's perfectly fine.
- 11 THE COURT: Okay.
- 12 BY MR. BLECHMAN:
- 13 Q. Professor Baye, if you don't remember something and you
- 14 need -- your CV would help to refresh your memory, you let me
- 15 know, but otherwise, let's just keep moving.
- 16 A. Okay.
- 17 Q. Have you -- we've heard about peer-reviewed articles in
- 18 the course of this trial. Let's start by would you explain to
- 19 the jury what is a peer-reviewed article?
- 20 A. Yeah, you hear the term "publish or perish" in academics
- 21 and in economics, that's what peer-reviewed research is all
- 22 about. It's about conducting scientific research on a number
- 23 of -- any number of topics related to economics, the impact of
- 24 business strategies, impact of different market forms, impact
- of collusion on markets, those types of things, and conducting

- 1 that research and then submitting it to an academic journal.
- 2 And once you send it to an academic journal, the
- 3 editor sends the paper to experts in the field to evaluate the
- 4 underlying quality and scientific methods used in the paper to
- 5 make a decision on whether that paper should be accepted for
- 6 publication in a specific journal or not, and then based on
- 7 those recommendations, the editor provides his or her own
- 8 assessment of the paper and then ultimately either rejects the
- 9 paper, which is the normal case, or invites you to revise the
- 10 paper to account for criticisms of the referees.
- 11 Q. Professor Baye, have you written any peer-reviewed
- 12 articles?
- 13 A. Yes.
- 14 Q. Do you have some idea of about how many you've written?
- 15 A. Somewhere between 50 and 100, maybe, something like that.
- 16 Q. Over what time period, sir?
- 17 A. Over my career, since I received my PhD.
- 18 O. Give us some idea of the subject matters covered by the
- 19 peer-reviewed articles that you have written and had
- 20 published?
- 21 A. Yeah, sure. So my early research focused on price index
- 22 numbers, how to measure -- how to measure the impact of
- 23 changes in prices on consumer welfare, published a couple of
- 24 papers in a journal called Econometrica on that topic, also
- 25 did work on the welfare effects of advertising, I've done work

- 1 on -- empirical work on the impact of the Internet, on the
- 2 prices the consumers pay for products, documenting the decline
- 3 in prices as a result of the information that consumers can
- 4 get on price comparison sites, conducted theoretical work on
- 5 cartels, collusion, a lot of issues, but the central theme is
- 6 it focuses on the behavior of individual firms, the impact of
- 7 their behavior on market efficiency and the prices consumers
- 8 pay in markets.
- 9 Q. Have you written any books?
- 10 A. I have.
- 11 Q. All right. Now is not the time to be bashful,
- 12 Professor Baye. Tell us, please, if you would, about what
- 13 books or textbooks you've written and how they've been
- 14 received in your field.
- 15 A. Yeah. So I've written, I guess, three books and then
- 16 I've edited a number of volumes. The first book I wrote was
- 17 with Dan Black, who is a professor at University of Chicago,
- 18 that looked at the impact of income taxation on labor supply.
- The second book I wrote is a managerial economics
- 20 textbook, which -- happily is paying college tuition for my
- 21 kids -- is the best selling managerial economics textbook in
- 22 the world. And then I've also authored/co-authored a money in
- 23 banking textbook.
- 24 Q. Besides the peer-reviewed articles and the published
- 25 books that you've written, have you served in an editorial

- 1 position with any journals?
- 2 A. Yes. I've served --
- 3 Q. Tell us.
- 4 A. I've served as a co-editor of Journal of Economics --
- 5 Journal of Public Policy & Marketing, and I stepped down from
- 6 that position when I went to Washington to serve as the chief
- 7 economist of the FTC.
- 8 Since returning from the FTC, I'm now co-editor at
- 9 the Journal of Economics & Management Strategy.
- 10 Q. Would you please give the jury some idea of what your
- 11 responsibilities are as an editor of an economic journal, as
- 12 you've described.
- 13 A. Yeah. It's on the other side of that publish or perish
- 14 process that I was talking about. When someone sends an
- 15 article to the Journal of Economics & Management Strategy, Dan
- 16 Spulber, the primary editor, he farms that out to different
- 17 co-editors, and then it would be my responsibility to read the
- 18 paper, make an assessment of its potential contributions to
- 19 identify experts in the field that would be qualified to
- 20 assess the underlying economic methodologies utilized, send
- 21 the paper to those experts to solicit peer reviews of that
- 22 underlying analysis, kind of mediate potential disputes.
- 23 Referees aren't always right. People make assertions that are
- 24 wrong. Do that, communicate the results back to the author,
- 25 and make a recommendation with respect to whether that author

- 1 should submit the paper to another journal or perhaps revise
- 2 and resubmit it for submission to the Journal of Economics &
- 3 Management Strategy.
- 4 Q. Would it be fair to say that in your capacity --
- 5 withdrawn.
- 6 Would it be fair to say within your role as an
- 7 editor of an economic journal, that you evaluate the work of
- 8 other economists?
- 9 A. Yes, that's correct.
- 10 Q. You mentioned your work for the United States. Let's
- 11 take a moment and I'd like you to explain to the jury what
- 12 work you've done for the Federal Government starting -- you
- 13 mentioned with the United States Federal Trade Commission.
- 14 First question, what is the United States Federal
- 15 Trade Commission, or FTC?
- 16 A. The Federal Trade Commission is a commission of the
- 17 United States that, along with the U.S. Department of Justice,
- 18 enforces antitrust laws. We -- we did during my -- during my
- 19 tenure there, we were averaging over 2,000 mergers a year that
- 20 had to be reviewed by the FTC staff and ultimately me.
- 21 Happily, most of those didn't raise competitive
- 22 concerns and didn't require further scrutiny, but a large
- 23 number of them did, in which case my job was to assess the
- 24 analysis put forth by staff and make an economic
- 25 recommendation to the commission on whether, for example, they

- 1 should block the merger or not, whether they should intervene
- 2 to stop an anticompetitive process or not. And separate from
- 3 me, there was an individual in the Bureau of Competition,
- 4 which is where all the lawyers were at the FTC, and that
- 5 individual would write a separate recommendation so that the
- 6 commission, who were ultimately the decision-makers at the
- 7 FTC, they would look at the economic arguments and they'd look
- 8 at the legal arguments and then they'd make a decision based
- 9 on those.
- 10 Q. Were there PhD economists who reported to you in your
- 11 role as chief economist?
- 12 A. Absolutely. There were about 70 PhD economists and on
- 13 the order of 30, you know, researchers that had undergraduate
- 14 degrees in statistics, economics, some of them math.
- 15 Q. Besides the Federal Trade Commission, have you -- have
- 16 you or do you work for any other federal agencies?
- 17 A. I was recently appointed as the Chairman of the Academic
- 18 Research Council of the Consumer Financial Protection Bureau.
- 19 O. What is the Consumer Financial Protection Bureau?
- 20 A. It's a Bureau of the Federal Government that was created
- 21 when Congress passed and President Obama signed the Dodd-Frank
- 22 Wall Street Reform Act. And effectively what the CFPB does is
- 23 deals with a lot of the consumer protection issues related to
- 24 financial markets that I also oversaw while I was at the FTC.
- 25 So effectively, Dodd-Frank created another agency to provide

- 1 oversight for financial markets to protect consumers from, you
- 2 know, misleading financial products and a whole host of things
- 3 like that.
- 4 Q. And tell me again, please, what is your title and
- 5 position.
- 6 A. I'm the chairman of the Academic Research Council.
- 7 Q. What are your responsibilities as the chairman of the
- 8 Academic Research Council at the Consumer Financial Protection
- 9 Bureau?
- 10 A. It's purely an advisory position. The Bureau has seven
- 11 academics that serve on this council, and our job really is
- just to be resources for the economists at the CFPB to help
- 13 them ensure that they're using state-of-the-art economic
- 14 techniques to analyze the markets they analyze. We're there
- 15 as resources, basically. We have no decision-making authority
- 16 and we make no formal recommendations.
- 17 Q. Professor Baye, have you served as an expert in economics
- in any other antitrust cases before this one?
- 19 A. Yes, I have.
- 20 Q. About how many?
- 21 A. Maybe a dozen, something like that.
- 22 Q. All right. Give us some idea, if you can, about how many
- of those were on the Plaintiffs' side and how many were on the
- 24 Defendants' side?
- 25 A. It's pretty evenly split. I guess 50/50, something like

- 1 that.
- 2 Q. Have you previously worked in an economic capacity for
- 3 Plaintiffs' law firms?
- 4 A. I'm sorry?
- 5 Q. Have you previously worked as an economic expert in --
- 6 with law firms who represent Plaintiffs in this case?
- 7 A. Like you?
- 8 Q. Like me.
- 9 A. I've worked on one other case with you.
- 10 Q. Okay. Were you asked to serve as an economic expert in
- 11 this case, sir?
- 12 A. I was approached, yes.
- 13 Q. Upon being approached and asked whether you wanted to
- 14 serve -- withdrawn.
- 15 Upon being approached and asked whether you would
- 16 serve as an economic expert in this case, how did you react
- and why?
- 18 A. Well, I -- you know, to be perfectly honest, my initial
- 19 reaction was kind of suspicious, my prior beliefs were the
- 20 agricultural markets are very unconcentrated. Not a lot of
- 21 market power, and when -- when the case was represented to me,
- 22 I was kind of skeptical that a bunch of small egg producers
- 23 could pull off the kind of scheme that was being alleged, at
- 24 least in my conversation, and -- but I said I'd be happy to
- 25 keep an open mind and begin to look at it. And as I began to

- 1 understand that it was actually trade association that was the
- 2 linchpin, then the whole thing wasn't as crazy as I initially
- 3 thought, and I -- it was a while after having originally been
- 4 approached, I said I'd be happy to look at it, but -- but if
- 5 you want someone that's going to say what you want to say, I'm
- 6 probably not the guy to hire you -- I'll evaluate it and make
- 7 a decision about whether you want to use my report or not.
- 8 Q. Eventually, did you, in fact, agree to serve as an
- 9 economic expert in this case for the Plaintiffs?
- 10 A. Under that understanding, yes.
- 11 Q. Okay. Professor Baye, has any court or agency ever
- 12 rejected your qualifications as an economic expert?
- 13 A. Not that I'm aware of.
- 14 Q. By the way, what is the relationship between economics
- 15 and econometrics? Actually let me ask you a better question
- 16 first.
- 17 Are you familiar with the term "econometrics"?
- 18 A. I'm familiar with the term "econometrics."
- 19 Q. Would you please explain to the jury what does the term
- 20 "econometrics" mean.
- 21 A. Econometrics is just statistics applied to economic data.
- 22 Q. What is the relationship, Professor Baye, between
- 23 economics and econometrics?
- 24 A. I would say econometrics is kind of a subset of
- 25 economics, like finance is a subset of economics.

- 1 Econometrics is -- there's two kinds of econometrics, one is
- 2 theoretical econometrics and one is applied econometrics.
- 3 Applied econometrics is designed actually to test theories,
- 4 test hypotheses, to discriminate between alternative
- 5 explanations for different fact patterns. And basically over
- 6 the last 20 years -- when I got my PhD -- I have an area in
- 7 econometrics, but when I got my PhD in 1983, economics was a
- 8 very theoretical discipline in terms of industrial
- 9 organization. Almost all the work was theoretical and it's
- 10 because there wasn't -- there wasn't good data. And really
- 11 over the past 20 years there's been a revolution in industrial
- 12 organization towards more empirical work, and that's led
- 13 researchers in industrial organization to more heavily rely on
- 14 econometrics rather than pure theory to answer their
- 15 questions. And that's obviously impacted my research over the
- 16 past 20 years as well.
- 17 Q. You've used the term -- withdrawn.
- 18 You used the term "industrial organization" in the
- 19 answer you just gave. Would you please explain to the jury
- 20 what does industrial organization mean.
- 21 A. Industrial organization looks at how industries are
- 22 organized, why they're organized the way they are, how that
- 23 organization impacts the incentives of firms, the functioning
- of markets, and ultimately the prices and welfare of
- 25 consumers.

- 1 Q. Have you published any papers, Professor Baye, in any
- 2 peer-reviewed journals regarding industrial organization?
- 3 A. Yes, most of my publications are industrial organization.
- 4 Q. Have you published any papers in peer-review journals
- 5 regarding economics?
- 6 A. Yes.
- 7 Q. Econometrics?
- 8 A. Yes.
- 9 Q. How about economic theory?
- 10 A. Yes.
- MR. BLECHMAN: Your Honor, Plaintiffs offer
- 12 Professor Michael Baye as an expert in economics to testify on
- 13 Plaintiffs' behalf in this case.
- 14 THE COURT: Is there any interest in any voir dire
- 15 examination?
- MR. LEVINE: No, Your Honor, we don't object.
- MS. SUMNER: No objection.
- 18 MR. HARRIS: No objection.
- 19 THE COURT: Very well. Then Professor Baye is so
- 20 designated.
- MR. BLECHMAN: Thank you, Your Honor.
- 22 BY MR. BLECHMAN:
- 23 Q. I want to clear up one or two things before we get into
- 24 your opinions. Do you regard yourself as an expert in the
- 25 poultry industry?

- 1 A. No, sir, I do not.
- 2 Q. Do you regard yourself as an expert in animal welfare?
- 3 A. Consumer welfare maybe but not animal welfare.
- 4 Q. All right, so let's turn to your assignment, Professor
- 5 Baye, in this case after we asked you to serve as an economic
- 6 expert. When did you start work in this case, approximately?
- 7 A. Approximately 2010.
- 8 Q. And did you work with -- withdrawn.
- 9 You've identified the consulting firm NERA as a firm
- 10 with whom you've worked. Did you work with NERA in connection
- 11 with discharging your work in this case?
- 12 A. I did.
- 13 Q. What is the hourly rate that you have charged and are
- 14 charging Plaintiffs in connection with your work in this case?
- 15 A. Well, actually, I don't charge the Plaintiffs, I bill
- 16 NERA, and I bill NERA at a rate of \$750 an hour.
- 17 O. Do you supervise professionals at NERA who -- with whom
- 18 you ask to do work in this case?
- 19 A. That's correct. I direct them to do work for me.
- 20 Q. Do you -- do you check their work?
- 21 A. I spot check their work. I can't check every single line
- 22 of code that a programmer would write. I check -- I do spot
- 23 checks, I do sanity checks, and then one of the things I like
- 24 about NERA is they always have a second person that kind of
- 25 shadows the person to kind of double-check all the work. It

- doesn't mean that mistakes don't happen, but it's a very, you
- 2 know, it's way better than me doing it alone, I can tell you
- 3 that.
- 4 Q. In fact, there's someone from NERA in the courtroom
- 5 today; is there not?
- 6 A. That's correct.
- 7 Q. All right. Do you have an understanding, Professor Baye,
- 8 of the substance of Plaintiffs' allegations regarding
- 9 Defendants' conduct in this case?
- 10 A. Yes, sir, I do.
- 11 Q. Please describe to the jury your understanding of
- 12 Plaintiffs' allegations regarding Defendants' conduct in this
- 13 case?
- 14 A. Well, there's kind of three elements. One is, what I
- 15 would term as kind of short-term supply measures, things like,
- 16 you know, emergency flock reductions, things like that, to
- 17 reduce output and raise prices. That's one of the
- 18 allegations.
- The second concerns the UEP Guidelines, UEP
- 20 Certification, the impact of that on output. And the fact
- 21 that that, in terms of the Plaintiffs, was a mechanism that
- 22 through the UEP and the Plaintiffs were able to elevate prices
- 23 through output reductions.
- 24 And then third is, you know, short-term export
- 25 programs administered through the USEM.

- 1 Q. Were you asked to use your economic training and
- 2 experience and review the record in this case to determine to
- 3 what extent, if any, did Defendants' challenge conduct reduce
- 4 the output of eggs in the United States?
- 5 A. I did.
- 6 Q. Did you do that work?
- 7 A. I did.
- 8 Q. Did you form opinions?
- 9 A. I did.
- 10 Q. Are you prepared to testify today with respect to those
- 11 opinions?
- 12 A. Yes, sir.
- 13 Q. Were you asked to use your economic training and
- 14 experience and review the record in this case to determine to
- 15 what extent, if any, did the egg prices increase as a result
- of Defendants' alleged unlawful conduct?
- 17 A. Yes.
- 18 Q. Did you do the work?
- 19 A. I did the work.
- 20 Q. Did you form opinions?
- 21 A. I formed opinions.
- 22 Q. Are you prepared today to explain to the jury your
- 23 opinions?
- 24 A. I'll do my best to explain it.
- 25 Q. Sir, were you asked to use your economic training and

- 1 experience and review the record in this case to determine to
- 2 what extent, if any, did Plaintiffs -- did each Plaintiff pay
- 3 more for eggs because of Defendants' alleged unlawful conduct?
- 4 A. Yes, sir.
- 5 Q. And did you do that work?
- 6 A. I did.
- 7 Q. Did you form opinions?
- 8 A. I did.
- 9 Q. Are you prepared to explain to the jury today your
- 10 opinions?
- 11 A. Yes.
- 12 O. What materials did you consider in forming -- withdrawn.
- What materials did you consider in doing your work
- 14 and forming your opinions?
- 15 A. Well, I, you know, first of all, I just used my general
- 16 economic knowledge, the training that I've had over my career
- 17 and the stuff I learned at the FTC and so forth. In terms of
- 18 the specifics of this case, I relied on Government data from
- 19 the USDA. I relied on data on egg prices from Urner Barry,
- 20 who reports wholesale prices for many dozens of different
- 21 types of eggs and egg products. I looked at the discovery
- 22 database, had access to the discovery database. I had access
- 23 to a variety of depositions. I had -- I mean, I just looked
- 24 at all of the information that was available. I couldn't look
- 25 at every piece of it, but I did searches for key terms and so

- 1 forth. That's the way I typically try to comb through large
- 2 documents. So I looked at large volumes of documents, but,
- 3 you know, I didn't read like every single word of every
- 4 document. Some of the documents my staff reviewed and then
- 5 pointed me to. But that's basically the way I do economic
- 6 research.
- 7 Q. Okay. I want to review with you then, at least some of
- 8 the opinions that you have -- you have reached in connection
- 9 with the work that you did.
- 10 MR. BLECHMAN: We have some demonstratives, Your
- 11 Honor, if I may, just for a moment, hand them to counsel, and
- may I hand them to the witness as well?
- 13 THE COURT: Yes.
- MR. BLECHMAN: Thank you.
- 15 BY MR. BLECHMAN:
- 16 Q. Professor Baye, you explained earlier that included in
- 17 your assignment was -- you were asked to determine, To what
- 18 extent, if any, did Defendants' challenge conduct reduce the
- 19 output of eggs in the United States?
- 20 And you explained that you have done that work and
- 21 reached an opinion, correct?
- 22 A. That's correct.
- 23 Q. Would you please explain to the jury in summary form what
- 24 is your opinion, sir.
- 25 A. Well, it's the first bullet here. Do you want me to read

- 1 it or --
- 2 Q. Well, you can, sure.
- 3 A. The alleged unlawful conduct caused the market output of
- 4 eggs to be 2.1 to 5.5 percent lower than it otherwise would
- 5 have been.
- 6 Q. Than it otherwise would have been. That phrase, what
- 7 does that mean: Than it otherwise would have been?
- 8 A. That's supposed to make it easy because the term we used
- 9 at FTC was the but-for world. So in an antitrust matter, the
- 10 question isn't whether egg production went down or whether egg
- 11 production went up. Because, you know, the egg production
- 12 could be rising for lots of different reasons that are
- 13 unrelated to the conspiracy, and it may well be that the
- 14 conspiracy just slowed the rate of increase in that output,
- 15 okay. So the but-for world is the world that would have
- 16 existed but for the alleged conduct.
- 17 Q. All right. Now, in connection with doing your analysis,
- 18 did you also look at -- I'm going to use some economic terms
- 19 here -- elasticities and relevant market?
- 20 A. Absolutely, that's very, very important in a case like
- 21 this.
- 22 Q. So first let's set some definitions and then we'll move
- 23 to what you found. What does elasticity or inelasticity mean
- 24 as an economist, Professor Baye?
- 25 A. As an economist, it's just a measure of how sensitive

- 1 consumers are to price changes. If demand is elastic, it
- 2 means if a firm raises price just a little bit, a whole bunch
- 3 of people quit buying the product, okay. If demand is
- 4 inelastic, if the price rises a lot, people don't cut their
- 5 consumption very much. So typically, you know, products that
- 6 are relatively small components of your budget tend to be very
- 7 inelastic, like bubble gum used to be the classic example back
- 8 when it was a penny -- anyone on the jury -- anyway, I forget
- 9 that I'm not teaching, but you used to put a penny in a bubble
- 10 gum machine and get a ball of gum. If you doubled the price
- of bubble gum from a penny to two pennies, that's 100 percent
- increase in the price of bubble gum, but it's not going to
- 13 lead to the huge reduction in the number of balls of gum that
- 14 you sell. That's the intuitive notion of inelasticity.
- 15 Q. Relative market, that's another term we're going to turn
- 16 to next, but in summary form, would you please explain to the
- jury what does relevant market mean?
- 18 A. Relevant market is simply that the product and the
- 19 geographic area where one would find anticompetitive effects,
- 20 if they existed.
- 21 Q. Okay. And in connection with the economic work you did
- in this case, did you form any opinions about whether eggs are
- 23 inelastic or elastic in terms of demand and what the relevant
- 24 market is?
- 25 A. I determined that the -- using documents and econometric

- 1 analysis, I determined that demand for eggs is very inelastic,
- 2 not surprisingly, and I determined that the U.S. and eggs are
- 3 the relevant geographic and product market.
- 4 Q. Okay. In connection with your work, you also explained
- 5 that you were asked to determine to what extent, if any, did
- 6 egg prices increase as a result of the Defendants' alleged
- 7 unlawful conduct, and you did that work, did you not?
- 8 A. I did.
- 9 Q. And what did you find?
- 10 A. I found that because the demand for eggs is highly
- 11 inelastic, even a small reduction in output would lead to a
- 12 large increase in price.
- 13 O. You also explained that you were asked to determine to
- 14 what extent, if any, did Plaintiffs pay more, did each
- 15 Plaintiff pay more for eggs because of the Defendants' alleged
- 16 unlawful conduct, and you formed opinions on that subject,
- 17 correct?
- 18 A. That's correct.
- 19 Q. And what, in summary form, did you find?
- 20 A. I found that the Plaintiffs paid higher prices to
- 21 co-conspirators, including Rose Acre, as a result of the
- 22 alleged unlawful conduct.
- 23 Q. Speaking of Rose Acre, the jury has heard testimony
- 24 during this trial of Rose Acre's contention that it increased
- 25 its production of eggs. And my question to you, which we'll

- 1 cover in more detail, is: Would evidence that Rose Acre or
- 2 any other producer increased its own production contradict
- 3 your conclusions?
- 4 A. No, it would not.
- 5 Q. Would you please explain to the jury why it would not.
- 6 A. Yeah, the question in a conspiracy is whether the
- 7 conspiracy, which, in this matter, based on my economic
- 8 training, is really hinged around the UEP, okay, the United
- 9 Egg Producers. And through -- if through the UEP the overall
- 10 production of eggs fell and Rose Acre increased its output a
- 11 little bit, if it's just a drop in the bucket relative to the
- 12 whole market, it's not going to offset the reduction in output
- 13 that was caused by the conspiracy.
- 14 So there's lots of reasons that Rose Acre's output
- 15 could increase. It could acquire smaller firms that might not
- 16 be able to adhere to the guidelines. It's cost -- as cost
- 17 effectively as a larger firm. That would lead to an increase
- 18 in output through acquisition. That wouldn't be an increase
- in output even if one ignores the fact that you have to look
- 20 at total output.
- 21 Q. Did you write a report and -- and supplemental reports in
- 22 connection with your work in this case?
- 23 A. Yes, I did.
- 24 Q. All right. And when did you write your initial report?
- 25 A. Well, I mean, I started writing it in about 2010. I

- 1 mean, everything is, like, ongoing. As I'm learning new
- 2 facts, they go in there before I forget them. My random
- 3 access memory is not particularly good. So I like to put them
- 4 in my report. So I started then and I think started getting
- 5 close to a final version of my report around 2000 -- I'm going
- 6 to guess. I don't remember.
- 7 Q. Just approximate.
- 8 A. Around 2014, and I think I filed my report in 2015 in
- 9 this case.
- 10 Q. And did you do some subsequent supplements to that
- 11 report?
- 12 A. I did, as a result of some -- some legal opinions of the
- 13 Court on matters that are above my understanding.
- 14 Q. All right. I want to just -- as a demonstrative, just
- 15 give you your reports and if you need them as aids in
- 16 testifying, you'll tell me, and hopefully that will speed
- 17 things up.
- 18 MR. BLECHMAN: Your Honor, may I approach?
- 19 THE COURT: Yes.
- 20 BY MR. BLECHMAN:
- 21 Q. Professor Baye, in preparing your reports, did you do
- 22 your own analysis?
- 23 A. Yes, I did.
- 24 Q. Does that include data analysis?
- 25 A. It includes data analysis.

- 1 Q. Did you do your own writing?
- 2 A. I write my own reports. That doesn't mean that I don't
- 3 have staff to correct my errors and typos and stuff like that,
- 4 but, yes, I write my reports.
- 5 Q. So all that stuff there, yea thick, that's yours?
- 6 A. That's mine.
- 7 Q. All right. Have you been reading that -- the court
- 8 reporter in this case, who is seated in front of you, has been
- 9 transcribing the proceedings in this trial every day, and
- 10 fortunately, because of her efforts, the lawyers in this case
- 11 get a copy of that transcript at the end of every day.
- 12 My question to you, Professor Baye, is have you been
- 13 reading the daily transcripts of this trial up until today?
- 14 A. I have.
- 15 Q. Okay. Let's turn to the first of several of your
- 16 opinions regarding whether Defendants' alleged anticompetitive
- 17 conduct reduced output of eggs in the United States.
- 18 Did you consider flock size, sir, in determining
- 19 whether, if at all, the Defendants' alleged anticompetitive
- 20 conduct caused a reduction in the market output of eggs?
- 21 A. Yes. That's the first thing I looked at.
- 22 Q. Why flocks -- well, first of all, flock size, just give
- 23 us a primer. What is it?
- 24 A. Flock size is -- in terms of what I'm doing is looking at
- 25 USDA data on the number of -- the size of flocks that are

- 1 producing eggs for human consumption. So that includes caged
- 2 eggs and also cage-free eggs, specialty eggs.
- 3 Q. Why look at flock size?
- 4 A. Well, because in an industrial organization in antitrust,
- 5 you want to link the alleged allegations to the institutional
- 6 features of the case. So in this case, if the allegations are
- 7 correct, it would have -- it would have impacted prices, at
- 8 least in terms of the UEP certification and the
- 9 UEP Guidelines, through flock sizes, because if you impose
- 10 cage space restrictions, backfilling ban, those types of
- 11 things, it's going to reduce the number of hens per cage and
- 12 then the question is did it have an effect or did it --
- 13 expansions by other inference or existing firms offset the
- 14 reduction, or were there productivity enhancements because
- 15 you're putting fewer hens. All of those things are empirical
- 16 questions that you want to look at empirically, and the
- 17 starting point as a matter of economics is to look at layer
- 18 hens because they are the key input in producing eggs.
- 19 Q. How did you use flock size in determining whether, if at
- 20 all, the Defendants' unlawful conduct caused a reduction in
- 21 market output of eggs? What did you do?
- 22 A. Well, the first thing I always do in a case like this is
- 23 just plot the raw data and see what it looks like.
- Q. Did you prepare a graph to see what it looks like?
- 25 A. I did.

- 1 MR. BLECHMAN: If we can please put up Slide 2.
- 2 This is in the demonstrative packet that all counsel have at
- 3 this point.
- 4 BY MR. BLECHMAN:
- 5 Q. Professor Baye, do you see on the screen in front of you,
- 6 or on the hard copy, whichever is easier, sir, for you to look
- 7 at and use, do you see slide Number 2?
- 8 A. I do.
- 9 Q. And this is titled Total Flock Size With Linear --
- MR. BLECHMAN: Has this been published to the jury?
- 11 I just want to make sure it's on the screen, Your Honor.
- 12 THE COURT: Yes.
- 13 MR. BLECHMAN: Okay. Thank you very much.
- 14 BY MR. BLECHMAN:
- 15 Q. Professor Baye, Slide 2 is titled Total Flock Size With
- 16 Linear Trends 1990 Through 2012.
- 17 Do you see that?
- 18 A. I do.
- 19 Q. Would you please explain to the ladies and gentlemen of
- 20 the jury what is showed on this demonstrative.
- 21 A. Yes, so on the horizontal axis, those are the years
- 22 starting from 1990, going all the way up to 2012, and on the
- 23 vertical axis -- that's the one that goes up and down -- I've
- 24 got the total flock size, the number of layers in millions;
- 25 but what this graph does it just plots USDA data on the number

- 1 of linear hens. And what you see, if you just look at that
- 2 blue line -- let's see if I can make this work. If you look
- 3 at this part of the curve right here -- is that working?
- 4 Q. It's working.
- 5 A. Okay. Miracles do happen sometimes. So if you look at
- 6 that part of the curve, I mean, it's pretty clear that there's
- 7 this constant upward trend in egg -- in the number of layer
- 8 hens, right? And that's kind of what you would expect given
- 9 the nature of the industry.
- 10 But what's curious here -- see if I can get rid of
- 11 that -- if you look at this period right here, notice that the
- 12 total number of eggs here in 2012 is certainly higher than the
- 13 number of eggs in 2002, 2003. There's clearly a different
- 14 trend there. So the first thing I see when I look at this is,
- 15 gee, they're -- based on just looking at the data, there's a
- 16 change in the pattern of the data.
- So what you can do, in fact, is you can show that
- 18 those trends are statistically different. So what I have here
- 19 is two trend lines. This is one trend line, and this is
- 20 another trend line right here. And so what I did is just a
- 21 simple statistical test just to get things started to see if
- 22 those trends and the number of layers are statistically
- 23 different, and I concluded, based on standard econometric
- 24 procedures, that those -- those two lines are statistically
- 25 different in terms of their slope. Something changed.

- 1 Q. I wrote this down, because I heard in your answer that in
- 2 explaining the diagonal line, the blue line, that you
- 3 explained that that's what you would expect given the nature
- 4 of the industry.
- 5 Do you recall, generally?
- 6 A. I do.
- 7 Q. I'd like the jury to understand what you mean when you
- 8 say that that's what you would expect given the nature of the
- 9 industry.
- 10 A. Well, again, I just want to be very clear, I'm just
- 11 talking at a very high level here.
- 12 Q. I understand.
- 13 A. We're talking about how I started out. So I'm thinking
- 14 eggs are relatively inexpensive. My wife's a thrifty shopper
- and if the price of eggs go up, she might quit buying them,
- but a lot of people will continue to buy eggs because they're
- 17 relatively inexpensive if the price of an egg goes from a dime
- 18 an egg to \$0.11 an egg, right?
- So what you might expect is that a big driver of the
- 20 total number of layer hens in the country is going to be
- 21 what's happening to the population, what's happening to
- 22 income. If you have kind of steady population growth or
- 23 steady income growth over time, you would expect to kind of
- 24 have a growing layer flock.
- But again, that's not scientific, but I always

- 1 approach data from the real-world perspective and then kind of
- 2 drill down on the institutional details that allow me to
- 3 scientifically form a judgment.
- 4 Q. By "population," are you referring to the U.S.
- 5 population?
- 6 A. Yes, U.S. population.
- 7 Q. And just another in a long line of acronyms here, make
- 8 sure we all understand, USDA?
- 9 A. U.S. Department of Agriculture.
- 10 Q. Okay. What, if anything, do you take away from Slide
- 11 Number 2 here, Total Flock Size With Linear Trends 1990 to
- 12 2012?
- 13 A. That there's a change. And in terms of what I'm
- 14 interested in as an economist is, you know, what caused the
- 15 change. Lots of things could lead to that difference, right?
- 16 It could be that feed costs went up, it could be that we had
- 17 the Great Recession. It could be -- you know, it could be a
- 18 whole host of things or it could be a conspiracy.
- 19 I'm agnostic as an economist on whether the
- 20 conspiracy caused or did not cause this, but I'm just looking
- 21 for all the economic factors that could have contributed to
- these declines because ultimately you can't prove anything by
- 23 just looking at a simple graph. You've got to do statistical
- 24 analysis to examine that but-for world, that otherwise point
- 25 that we talked about earlier.

- 1 Q. Okay. Then in addition to this linear trend analysis --
- 2 would this be called a linear trend analysis, by the way?
- 3 A. The two lines would be simple linear trend analysis, yes.
- 4 Q. All right. In addition to the linear trend analysis, you
- 5 explained you didn't stop there. So tell us, what then did
- 6 you do next?
- 7 A. Well, I began reading the documents to understand what
- 8 was going on in the industry around this time so that I could
- 9 better understand, you know, what was causing the change in
- 10 the number of layer hens, and that ultimately led to the
- 11 development of an econometric model that allowed me to examine
- 12 the impact of certain -- certain elements of the record while
- 13 controlling for other factors that might have contributed to
- 14 the decline.
- 15 Q. What is an economic model --
- 16 A. Okay, well --
- 17 Q. -- in lay terms?
- 18 A. In lay terms, it's a mathematical relationship between
- one set of variables like population and another set of
- 20 variables like the number of layer hens. A more sophisticated
- 21 model would include other variables like the price of feed and
- 22 a whole host of other variables, but that's the idea of an
- 23 economic model.
- 24 Q. Did you create a model for testing the record in this
- 25 case?

- 1 A. I used many models to test the record in this case.
- 2 Q. All right. Well, did you -- did you create a model --
- 3 how do you estimate the conspiracy effect from a model?
- 4 A. Well, what you do is you look at events and you would
- 5 examine whether those events led to a change in behavior. So,
- 6 for example, just as a hypothetical -- can I give a
- 7 hypothetical to explain?
- 8 Q. Please give a hypothetical.
- 9 A. In this case, imagine the record was that starting in
- 10 about 2003, 2004, a bunch of egg producers got in a
- 11 smoke-filled room and decided to jack up prices, unilaterally
- 12 raise all their prices in a coordinated fashion, and the
- 13 record demonstrates that's exactly what they did.
- 14 Then what one would do is -- just taking that as a
- 15 given, I can't prove they met in a smoke-filled room and did
- 16 anything, but I can say if that's your hypothesis, I can test
- 17 whether that event led to a change. Of course that fact
- 18 pattern doesn't fit this case, but that's the idea of how you
- 19 build a model.
- So in this case, the evidence doesn't suggest it was
- 21 done by -- in a smoke-filled room and that makes perfect
- 22 sense. There are many, many egg producers, right? So if
- 23 there were only two or three egg producers, you know, like a
- 24 handful of airlines, for example, then you might worry a
- 25 little bit about whether they met in a smoke-filled room.

- 1 Airlines set prices. These guys are effectively
- 2 producing output, and the market is determining what the price
- 3 is based on the output. So using my economic training, I
- 4 wouldn't use that first method. What I would do is I would
- 5 look at a model that accounts for the way prices are formed in
- 6 this market.
- 7 Q. Did you -- I'm sorry.
- B Did you, in fact, prepare such a model?
- 9 A. I did.
- 10 Q. What are the components of that model?
- 11 A. The components of the model include the dates at which
- 12 each of the restrictions imposed by the UEP Guidelines went
- 13 into place.
- 14 Q. Let me stop you there for a second. Have you prepared a
- 15 slide to explain this?
- 16 A. Oh, yes, absolutely.
- MR. BLECHMAN: All right, if we can move to Slide 3,
- 18 please.
- 19 BY MR. BLECHMAN:
- 20 Q. Please tell us, first, what is Slide 3, and then continue
- 21 with your answer about how this model applied to your work.
- 22 A. Right. So these restrictions here, think about those as
- 23 being analogous to the smoke-filled room example that I gave
- 24 you. These are the dates on which the cage space restrictions
- 25 by the UEP would have impacted the number of layer hens.

- 1 Okay. So Restriction 1 is August 2002, which is four months
- 2 after that first cage space restriction went into place. That
- 3 was applied to pullets that were born basically four months
- 4 before that. And you have the cage space size and so forth.
- 5 During Restriction Period 1, towards the tail end of that
- 6 there's a little asterisk that indicates that the hundred and
- 7 first -- the hundred and first -- the 100% rule was first
- 8 applied at the tail end of this period. So that first
- 9 restriction is capturing the effect of the cage space
- 10 restrictions coupled with a little bit of that data, including
- 11 the 100% rule.
- 12 Restriction 2 then is an indicator that's going to
- 13 see what impact -- what happened to flock size during that
- 14 period and so on down to Restriction 5.
- 15 Q. Okay. And let's just cover the fields here. Date
- 16 applied, what is that?
- 17 A. The date applied is when the indicator is turned on, when
- 18 that variable is one instead of zero.
- 19 Q. All right, and the minimum average space per hen, is that
- 20 from the UEP Guidelines?
- 21 A. That's from the guidelines, yes.
- 22 Q. And then the next column reads: 100% rule in effect.
- 23 What do we take from that column?
- 24 A. Well, again, this is whether the 100% rule was in effect
- 25 during each one of these restrictions. And what you see is it

- 1 was fully in effect in Restriction 2 through Restriction 5.
- 2 Q. And the last column reads: Backfilling ban. Does it
- 3 not?
- 4 A. It does.
- 5 Q. What does that reference refer to?
- 6 A. It references whether the backfilling ban was in place
- 7 during that restriction period. So the backfilling ban was
- 8 imposed by the UEP sometime during this Restriction 3 period,
- 9 and then was in place during Period 4 and Period 5.
- 10 Q. If you've explained this, then I apologize. I didn't
- 11 catch it. You've got in the first field, it says: Indicator?
- 12 A. That's correct.
- 13 O. All right. What does indicator mean?
- 14 A. It indicates whether a restriction was in place or not.
- 15 Q. All right. And do the -- do you link the indicators to
- 16 the facts in the case in the industry and the conduct here?
- 17 A. Absolutely.
- 18 Q. How do you do that?
- 19 A. In terms of data analysis, the indicators in statistical
- 20 terms are going to be zeros and ones. I can't do mathematics
- 21 using words, right? So the standard practice is to use
- 22 indicators. So what these indicators are, are zeros and ones
- 23 depending upon whether these different restrictions are in
- 24 place. But the zeros and ones just didn't come out of thin
- 25 air. They're linked to the documentary record on when these

- 1 cage space restrictions went in place.
- 2 Q. I note in Restriction 1 the date applied is August 2002;
- 3 do you see that?
- 4 A. I do.
- 5 Q. Why did you start with August 2002 and not an earlier
- 6 time period?
- 7 A. Because this is the first month when a day-old hitch
- 8 would have entered production under the stated guidelines.
- 9 Q. Did you run a regression with these indicators
- 10 controlling for any other potential effects?
- 11 A. I ran lots of regressions with these indicators
- 12 controlling for lots of other possible factors that would
- 13 influence it.
- 14 Q. Have you prepared a slide that identifies other potential
- 15 effects that you control for in your regression model?
- 16 A. Yes.
- 17 MR. BLECHMAN: If we could turn to Slide 4, please.
- 18 There we go.
- 19 BY MR. BLECHMAN:
- 20 Q. Tell us what we're looking at in Slide 4, Professor Baye.
- 21 A. Okay, the thing that is in the background there is all
- 22 the different specifications that I considered. I considered
- 23 a whole different set of controls that might possibly explain
- 24 that pattern in flock size that I observed in the raw data,
- 25 okay. And what I have here is highlighted all the different

- 1 variables that I've accounted for in these various regressions
- 2 on flock size. So the first one -- do you want me to explain
- 3 each one?
- 4 Q. Well, I do, but let me ask you a question first. You've
- 5 used the word "control" --
- 6 A. Um-hum.
- 7 Q. -- in referring to these items that are listed in Slide
- 8 4. What do you mean by "control"?
- 9 A. Okay. A control is going to control for other factors
- 10 that influence flock size. So clearly, feed costs you'd
- 11 expect to influence flock size, right? So maybe flock size
- 12 fell because feed costs increased substantially starting in
- 13 2003. If I -- if I control -- if I include feed costs as an
- 14 explanatory variable, if it explains the reduction in flock
- 15 size and the indicators don't, then that means that it's
- 16 explained by that variable, right? So the control means, it
- 17 allows me to rule out the possibility that it was feed costs
- 18 that caused that reduction instead of something else.
- 19 Q. All right, so now let's, if we could, go through the
- 20 items that you've listed here in Slide 4 that you have control
- 21 for to eliminate the possibility that any one or more of them
- 22 explains the results that you see in your model, starting with
- 23 real feed cost. You've already covered that, have you not?
- 24 A. That's correct.
- 25 Q. All right, the next I see here is electricity. Tell us

- 1 what you mean -- I mean, we all have an understanding of what
- 2 electricity is, but in the context of this control, tell us
- 3 what you're doing here, please.
- 4 A. Fans in henhouses, just the cost of operating a henhouse,
- 5 you might imagine that that matters a little bit, and so you
- 6 include that as a control to control for the possibility that
- 7 the reason we observed this decline in layer flocks is because
- 8 there was a huge increase in the price of electricity that
- 9 induced farms to have fewer layers.
- 10 Q. Okay. The next item that you control for is GDP. What
- 11 does that mean and why did you control for it?
- 12 A. Real GDP is kind of a standard control that you would use
- in a model like this because it's a parsimonious -- simple
- 14 way, convenient way of controlling for two things in one. It
- 15 controls for changes in population and it controls for changes
- 16 in income. So GDP is just a measure of the total value of
- 17 goods and services that are produced in the U.S. So as
- 18 incomes go up, real DGP goes up. As population goes up, GDP
- 19 goes up. So real GDP is a way of controlling both for
- 20 population and possible events like recessions when GDP falls.
- 21 Q. The next item you have here that you control for is time.
- 22 Once again, I think we all have an idea what time means, but
- 23 explain what you mean in the context of your model.
- 24 A. Yeah. So time -- you know, it's impossible to build an
- 25 economic model that controls for every possible possibility

- 1 you could concoct to explain away a change in flock size or
- 2 any other variable that you're interested in examining. And
- 3 so a standard practice in economics is to use time as a
- 4 control for allowing, you know, unobserved variables that you
- 5 haven't explicitly controlled for to change over time. So you
- 6 can include time, you can include time squared that allows for
- 7 various patterns in movements of variables that you haven't
- 8 explicitly controlled for.
- 9 And in this case, the time and time squared
- 10 variables control for the possibility -- among other things
- 11 that I do, control for the possibility that, you know, changes
- in animal welfare concerns impacted the demand for eggs and,
- 13 therefore, the number of layers.
- 14 Q. So on that note, just as long as you bring it up, the
- 15 Defendants contend that if hens have a little bit more space,
- 16 they produce more eggs. To what extent, if at all, do you
- 17 control and account for that contention in your model?
- 18 A. Well, I'll first state that that contention is
- 19 inconsistent with the documentary record that I reviewed.
- 20 Just ballparking it. The work by Don Bell suggested that if
- 21 you go from four hens to three hens in a standard-sized cage,
- that each hen will produce ten more eggs. That's the
- 23 productivity increase. So you put fewer hens in a cage, you
- 24 get ten more eggs. Typical hen lays on the order of 230
- 25 hens -- 230 eggs a year. So if you take one hen out, you're

- 1 losing 230 eggs from that hen, you're gaining 30 eggs from the
- 2 increased productivity. According to Don Bell, the overall
- 3 effect is to reduce the number of eggs. But in this case,
- 4 econometrically I'm just going to be agnostic about whether
- 5 these reductions lead to more eggs or not, but the flock size
- 6 model is not going to answer that question.
- 7 Q. Okay.
- 8 A. That's why I'm going to ultimately look at egg production
- 9 to see what happens.
- 10 Q. All right, then we'll get to that subject there.
- On the subject of time, when we're looking at these
- 12 controls, you also mentioned time squared. And we don't need
- 13 to go through all time again, but what does time squared mean?
- 14 A. It's just -- you take the date and you square it.
- 15 O. All right. You've covered feed costs but you have a
- 16 reference to lag five feed costs. What does that mean and
- 17 what is the difference between it and lag four feed costs or
- 18 just feed costs?
- 19 A. Right. So a critical question in any economic matter
- 20 like this, is, you know, what information do producers have
- 21 when they're making relevant decisions, right? So if the
- 22 price of eggs jumps today, there's not a whole lot an egg
- 23 producer can do to take advantage on that, right? Those are
- 24 more long-term decisions.
- So what I have here is, just as a robustness check,

- 1 I use a variety of different lags of these key variables, you
- 2 know, a four-month lag, that assumes that producers' decisions
- 3 are made four months before actual prices are made. I
- 4 consider five-month lags and I also consider, you know,
- 5 contemporaneous levels. That is assuming that they can
- 6 instantaneously react to the current price. So I want to
- 7 ensure that whatever conclusions that I arrive at are robust
- 8 to using different measures of the information that egg
- 9 producers would have had at the time they made their
- 10 decisions.
- 11 Q. All right. That answer helps us understand what lag four
- 12 and lag five means, so I can -- I don't have to cover the same
- 13 subjects with lags.
- 14 And I think the next one that I see here then would
- 15 be population.
- 16 A. Yeah.
- 17 Q. Tell us -- tell us -- we know what population -- human
- 18 population means in the U.S., but tell us what it means in the
- 19 context of the model and as a control, please.
- 20 A. Yeah, so in this case, I told you that a parsimonious way
- 21 for controlling for population is to use real GDP. Well, just
- 22 to make sure that that parsimonious way of doing that work and
- 23 it wasn't leading to implications of a model where an artifact
- 24 of that modeling assumption, I also ran specifications where I
- 25 included population as a separate control.

- 1 Q. Why does that matter?
- 2 A. Just to verify that my findings aren't predicated on the
- 3 model being misspecified.
- 4 Q. You also have a reference as a control here to soybean
- 5 price. Tell us what that is.
- 6 A. Yeah, so in my parsimonious specification, I used one
- 7 variable to represent the real feed cost. That's a fixed -- a
- 8 fixed menu of corn and soybean based on the documentary
- 9 record, the mix of corn and soybeans that are used. It allows
- 10 me to use a single variable as a control. But to ensure that
- 11 that approach and the information of the documentary record
- 12 weren't leading to misleading results, I also separately ran
- 13 models where I separately included real soybean prices and
- 14 real corn prices, effectively allowing for the possibility
- 15 that maybe egg producers substituted between corn and soybean
- depending upon the prices that they had to pay for those
- 17 products.
- 18 Q. Did you also control for diesel price?
- 19 A. I did.
- 20 Q. Did you control for fed fund rate?
- 21 A. I did.
- 22 Q. Tell us what that means.
- 23 A. Yeah, so the two that are probably mysterious here would
- 24 be the TED and the federal funds rate, those are really
- 25 measures -- the federal funds rate is kind of -- kind of an

- 1 accepted measure of macroeconomic activity. Accepted thought
- 2 that ups and downs in the macroeconomy, the economy as a whole
- 3 is impacting the number of layers that are in production, then
- 4 that is going to be a way to control for that possibility.
- 5 The TED spread is a measure of credit availability.
- 6 So, you know -- and the reason I included that is, you know,
- 7 you do have the great recession, that is during this period,
- 8 and I wanted to be -- I'm controlling for it through real GDP,
- 9 but I wanted to use other controls to ensure that my results
- 10 weren't being driven by the great recession. So by including
- 11 the TED spread, I'm controlling for the fact that basically
- 12 credit markets completely dried up during 2000 -- about the
- 13 time I left the FTC.
- 14 Q. Do you also have references here to controlling for
- 15 intercept and monthly dummies? Which I don't know what that
- 16 is, so help us understand.
- 17 A. The intercept is just the constant in the regression. I
- 18 mean, it's just like many people -- maybe the number of flocks
- 19 would be constant and then change over time as a function of
- 20 changes in other variables. That's what the intercept is.
- 21 The monthly dummies recognize that egg production,
- 22 egg consumption is seasonal. You don't consume the same
- 23 number of eggs around Easter time that you do at some other
- 24 time, for example.
- 25 Q. So regarding population, just if we go back to that for a

- 1 second, you control for changes in the population in your
- 2 model; is that right?
- 3 A. That's correct.
- 4 Q. And what effect would that have on egg output?
- 5 A. Again, you might expect that if -- if producers expected
- 6 the population to grow, that they'd want to have more layers
- 7 to accommodate more people needing eggs.
- 8 Q. What effect would you expect there to be, or difference,
- 9 if any, would you expect there to be were there a conspiracy
- 10 or were there not in terms of population and the output of
- 11 eggs?
- 12 A. I'm not sure I understand the question.
- 13 Q. Well, let me try there. Can you think of any examples
- 14 about changes in -- other than changes in population that --
- 15 by way of an analogy, to explain the fact that there's more
- 16 people may or may not indicate whether there's a conspiracy?
- 17 A. Well, whether there's a conspiracy or not is going to be
- 18 all be driven by --
- 19 Q. Whether it has an effect. Excuse me.
- 20 A. Right. So whether a conspiracy has effect aren't going
- 21 to be measured by these variables here. These are controls to
- 22 ensure that the variables that I do examine, in fact, are
- 23 capturing what I'm trying to capture, and that is the impact
- 24 of the cage space restrictions and ultimately the backfilling
- 25 ban.

- 1 Q. So the question I'm inartfully trying to get to is: How
- 2 can there be an anticompetitive effect from the Defendants'
- 3 alleged unlawful conduct if the flock size increased during
- 4 the conspiracy with population growth?
- 5 A. Again, it's that but-for question that I raised earlier.
- 6 Just because the flock size in 2012 is greater than the flock
- 7 size is in 2002 doesn't mean the conspiracy didn't have an
- 8 effect. So by way of an example, imagine that -- imagine that
- 9 a bunch of employers in the Philadelphia area all got together
- 10 and conspired to reduce annual salary increases, cost of
- 11 living increases from, say, 3 percent to 1 percent. Right?
- 12 Well, in the but-for world, without the conspiracy, everyone
- 13 would get a 3 percent raise. With the conspiracy, they only
- 14 get a 1 percent raise. It wouldn't be a valid economic
- defense to say, gee, everyone's getting paid 1 percent more
- 16 this year than last year; therefore, there can't be a
- 17 conspiracy.
- 18 That's the reason you want to control for these
- 19 things and ultimately see what the world would have looked
- 20 like in the but-for world. So these -- these are going to
- 21 allow me to predict what prices would look like in the but-for
- 22 world.
- 23 Q. Professor Baye, did you run regressions with all of the
- 24 controls that you've covered with the jury here?
- 25 A. I ran a variety of different regressions with different

- 1 combinations of these controls.
- 2 Q. Have you prepared a demonstrative slide to show your
- 3 results?
- 4 A. I have.
- 5 Q. If we could please turn to Slide 5. Slide 5 is titled
- 6 Percent Reduction of Flock Size; is that correct?
- 7 A. That's correct.
- 8 Q. Would you please tell the jury what -- well, let's go
- 9 through this, if we could.
- The first field is Restriction, correct?
- 11 A. That's correct.
- 12 Q. That has the same meaning as the restriction we saw
- 13 earlier?
- 14 A. That's right.
- 15 Q. And then we have Effective Date, same meaning?
- 16 A. That's right.
- 17 Q. And Minimum Cage Space Per Hen, same meaning?
- 18 A. Absolutely.
- 19 Q. And here now we have: Percentage reduction of flock size
- 20 and statistically significant at 99 percent level.
- 21 So I'll try to focus my questions on what is now
- 22 shown in this slide. Please explain to the jury using Slide 5
- 23 the results of the regression models you ran controlling for
- 24 those variables that you mentioned earlier.
- 25 A. Okay. After we control for all this -- this is for my

- 1 parsimonious specification, just to be clear. I've got other
- 2 specifications that actually show larger effects, but my
- 3 parsimonious specification leads to really the smallest
- 4 effects that we have in the data. So what I'd like you to
- 5 think about is this, these numbers right here. So let's just
- 6 interpret those.
- 7 What that 0.2 percent means, that after we control
- 8 for other factors, flock size was .2 percent lower during the
- 9 period when the UEP imposed the first set of cage
- 10 restrictions, when the minimum cage space went to 56 inches
- 11 for whites and 63 inches for the other hens. Restriction 2
- 12 shows a reduction in flock size of 1.3 percent.
- 13 O. And this is February 2004 through July 2005, correct?
- 14 A. That's right. That's the first tightening of the -- you
- 15 know, these cage space restrictions didn't just start at one
- 16 period and stay the same for all time. They started out low
- 17 and they ramped up over time. So what this indicates is
- 18 during Restriction Period 2, the output -- I'm sorry -- the
- 19 flock size declined by 1.3 percent.
- 20 Q. Just for purposes of completeness in the record, for the
- 21 period in Restriction 1, August 2002 through January 2004,
- 22 what percent reduction of flock size did your model report?
- 23 A. Restriction 1.
- 24 Q. In Restriction 1, yes?
- 25 A. Reduction of flock size of .2 percent.

- 1 Q. All right. And then Restriction 2 you've now covered.
- 2 So take us through Restriction 3, which is the period
- 3 August 2005 through January 2007.
- 4 A. Yeah, so, again, I think -- hopefully you get it. So as
- 5 you look at these numbers, as the successively tighter cage
- 6 space restrictions are applied, we start observing increases
- 7 in the reduction of flock size.
- 8 Q. Excuse me. Were you finished?
- 9 A. I can give you the numbers.
- 10 Q. Sure.
- 11 A. So Restriction 3, during Restriction Period 3, the flock
- 12 size was 3.3 percent lower than it would have been but for the
- 13 restrictions. During Restriction Period 4, production -- I'm
- 14 sorry -- the layer flocks were 6.5 percent lower than they
- 15 would have been but for the restrictions.
- 16 Q. And Restriction 4 covers the period February 2007 through
- 17 July 2008; is that correct?
- 18 A. That's correct.
- 19 Q. All right. And Restriction 5, which covers the period
- 20 August 2008 through December 2012, what were your results
- 21 there?
- 22 A. That flock size was 6.7 percent lower as a result of
- 23 restrictions imposed during that period.
- Q. Now, the last field -- excuse me -- the last column in
- 25 Slide 5 reads: Statistically significant at 99 percent level.

- 1 Do you see that?
- 2 A. I do.
- 3 Q. Please tell us what is meant by the reference to
- 4 statically significance at 99 percent level?
- 5 A. Yeah, so in terms of the numbers that I just explained,
- 6 those are what economists and econometricians call point
- 7 estimates. That's my best guess, right? And an important
- 8 question to ask when you do statistical analysis is how
- 9 confident are you in that guess. So statistical significance
- 10 really relates to P values, which is the probability that I
- 11 would find an effect if there was no effect. So what's the
- 12 probability that I find that the conspiracy reduced output
- 13 when, in fact, it did.
- 14 The answer to that question is less than 1 percent,
- 15 if I'm interested in kind of a 99 percent confidence level.
- 16 So that's the technical way to do it. But the way I tell it
- 17 to my students, just so they don't get confused, is it roughly
- 18 means that I'm 99 percent confident that the results that I
- 19 have here aren't based on chance or some mistake that I've
- 20 made in the modeling, but are an artifact of the underlying
- 21 statistical copies of this.
- So I can't say there's not some chance that
- 23 something else caused the decline and it wasn't the cage space
- 24 restrictions, but I can be highly confident that my model, in
- 25 fact, is predicting -- predicting these effects.

- 1 Q. Does this model scientifically test for whether expansion
- 2 or entry offset the impact of the Certified Program?
- 3 A. It allows for entry.
- 4 Q. What does that mean, that "it allows for entry"?
- 5 A. Okay. So, you know, as an economist, you know, you might
- 6 be interested in quantifying the question exactly how much did
- 7 output expand as a result of entry.
- 8 Q. And what output are you talking about?
- 9 A. Output of layer flocks, the number of layer flocks,
- 10 right? So, you know, that's asking a different question.
- 11 This antitrust proceeding, as a matter of economics, is about
- 12 did the number of eggs ultimately decline as a result of the
- 13 actions of the Defendants and co-conspirators, right? It's
- 14 not about how much of that didn't occur because there was
- 15 entry.
- So all I've got to do as a matter of econometrics is
- 17 allow to recognize that entry is going to occur. The
- 18 documentary record clearly indicates that entry is likely to
- 19 occur. Why do I say that? Don Bell predicted that these cage
- 20 space restrictions would reduce layer flocks by 26.4 percent.
- 21 So if the UEP Guidelines had been imposed perfectly and there
- 22 had been no entry or no expansions or no cheating on the
- 23 underlying mechanism that's being implemented here, these
- 24 numbers would be way bigger than they are.
- 25 And so you ask the question: Why is it that these

- 1 numbers are way smaller than Don Bell predicted would happen?
- 2 It's because his predictions are based on the assumption that
- 3 there are no other changes in the market. These predictions
- 4 take into account the possibility that individual players,
- 5 perhaps Rose Acre, expanded their operations, and what this
- 6 means is even if Rose Acre happened to increase its own number
- of hens, overall number of hens fell. Their increase wasn't
- 8 enough to offset the anticompetitive effect.
- 9 Q. Did you stop there, Professor Baye, in assessing whether
- 10 there was a change in U.S. flock size due to the Defendants'
- 11 alleged unlawful conduct?
- 12 A. No. I also, you know, prepared a graph to kind of do a
- 13 smell test of whether the predictions of this model made
- 14 economic sense.
- 15 O. If we could turn -- if we could turn to Slide 6 now. Is
- 16 this the graph to which you were referring?
- 17 A. That's the one.
- 18 Q. All right. This is titled Actual Flock Size Versus
- 19 But-For Flock Size, Main Specification, 1990 to 2012; is that
- 20 correct?
- 21 A. That's correct.
- 22 Q. All right. And just again, once again, just orient us.
- 23 There's this term "but-for flock size." What does that mean?
- 24 A. That's the -- the flock size that would exist but for the
- 25 alleged conspiracy.

- 1 Q. Okay. And there's a reference to main specification.
- 2 What does that mean?
- 3 A. That's the one I just described, the one that uses the
- 4 parsimonious specification.
- 5 Q. Please, tell us, what does Slide 6 show?
- 6 A. Okay, so let me -- I've got I've got friends that are
- 7 color-blind. So I'm not going to call out colors. So I want
- 8 to just highlight this -- this curve right there. That's the
- 9 actual raw data from the USDA. That's what actually happened
- 10 to flock size, right? And I told you before that you've got
- 11 to be real careful looking at trend lines or just looking at
- 12 raw graphs. Because in this case, if you had attributed all
- of that decline to the conspiracy, you would have grossly
- 14 overstated the impact of the conspiracy.
- 15 What the but-for price does is it traces out -- I'm
- 16 sorry -- the but-for flock size does is it traces out the
- 17 flock size that would have existed had the cage space
- 18 restrictions and the other restrictions imposed by the UEP not
- 19 been put in place. So as you can see, this gap between these
- 20 lines represents the decline in the number of hens stemming
- 21 from the alleged conspiracy. And so -- I'm just lecturing, I
- 22 guess, but if you have a question, maybe I should go back to
- 23 that, I apologize.
- Q. No, that's fine. Did you also take a look -- you've
- 25 testified at some length now about flock size?

- 1 A. Yes.
- 2 Q. But you've also testified some about egg production. So
- 3 let me turn to that subject of egg production.
- 4 A. Yes.
- 5 Q. And did you analyze egg production in connection with the
- 6 economic work you did in this case?
- 7 A. I did.
- 8 Q. Why?
- 9 A. Because ultimately, that's the question, the number of
- 10 eggs declined. If the number of eggs declined, what impact
- 11 would that have had on prices. So flocks were the input to
- 12 produce eggs.
- 13 Q. How did you analyze -- withdrawn.
- 14 How did you account for egg production in connection
- 15 with your analysis?
- 16 A. I used exactly the same methodology I did before, and one
- 17 reason to do this is to ensure that having fewer hens in cages
- 18 didn't result in more eggs because the hens were happier, for
- 19 example.
- 20 Q. Did you prepare a slide to reflect your findings with
- 21 regard to egg production?
- 22 A. Yes.
- 23 Q. If we might look at Slide 7, please. Professor Baye, is
- 24 Slide 7 the slide to which you refer?
- 25 A. It is.

- 1 Q. All right. This is titled Total Production With Linear
- 2 Trends, 1990 to 2012; is that correct?
- 3 A. That's correct.
- 4 Q. Now, there are a number of -- there's a dotted line,
- 5 there's dash lines, there's a blue line that converts to a red
- 6 line.
- 7 Tell us, please -- tell the jury what they're
- 8 looking at.
- 9 A. Yeah, this is exactly the graph I showed you at the very
- 10 beginning with respect to flock size, only here I'm looking at
- 11 eggs, total production of eggs, and so what you see here,
- 12 again -- what I just observed, again, this doesn't prove
- 13 anything because this is just a graph. You don't prove
- 14 anything scientifically by looking at a graph, okay?
- This line right here, if you just look at what's
- 16 happening to the production of eggs, up until about 2002,
- 17 2003, it's just following that pretty straight linear trend.
- 18 And then when you get here to this period right here, notice
- 19 that it starts following a different trend. Again, egg
- 20 production is higher right here than it is right here.
- 21 Q. By "here," where do you mean?
- 22 A. I mean in 2012, egg production is higher than egg
- 23 production was in 2003.
- 24 Q. Okay.
- 25 A. But you notice that the trend is different, right? And

- 1 so as an economist, again, the first thing I do is look at raw
- 2 data. The raw data, again, is telling me
- 3 something's happening around 2002, and again, just like I
- 4 explained with flock size, my job as an economist is to rule
- 5 out possibilities that reasonably could have led to this
- 6 pattern that weren't related to the conspiracy.
- 7 Q. Okay. Now, I note that in this slide, there is -- there
- 8 are two lines as well, one is dash line and the other is -- at
- 9 least in my copy, it's dotted, but it looks more solid on the
- 10 screen.
- 11 Would you tell us what those two lines reflect?
- 12 A. Yeah, those are what are just referred to as trend lines
- 13 and that allowed me to perform a simple econometric test to
- 14 determine whether the slopes of those two trend lines are
- 15 different, and I concluded based on standard trend line tests
- 16 that they're statistically different, again, at the 99 percent
- 17 level.
- 18 Q. All right. Now, you spoke to -- you talked about linear
- 19 trend analysis with flock size and then a regression model
- 20 you've explained. We've looked at a linear trend line, linear
- 21 trend analysis with regard to egg production.
- Did you also do a regression model with respect to
- 23 egg production?
- 24 A. Absolutely. I did essentially the same thing I did with
- 25 flock size, only I tried to explain the number of eggs

- 1 produced. So it's -- it's the same idea, just looking at a
- 2 different variable. The number of eggs instead of the number
- 3 of hens to account for productivity effects.
- 4 Q. Did you prepare a slide or slides to reflect the results
- 5 of that regression model?
- 6 A. Yes, I did.
- 7 MR. BLECHMAN: If we could please turn to Slide 8.
- 8 BY MR. BLECHMAN:
- 9 Q. Tell us what is -- Slide 8 is titled -- well, disregard
- 10 the title.
- 11 What is reflected in this slide, which in smaller
- 12 print reads: Production analysis, 1990 to 2012? Do you see
- 13 that?
- 14 A. I do.
- 15 Q. All right. And this is -- this is -- there's two boxes
- 16 in yellow.
- 17 MR. BLECHMAN: I'm thinking let's blow those up in
- 18 Slide 9.
- 19 BY MR. BLECHMAN:
- 20 Q. And then you can walk us through what we're looking at.
- 21 A. Yeah. So, again, I'm just focusing -- I ran nine
- 22 different models to ensure that what I'm going to talk about
- 23 right now is robust and doesn't change if you mix around
- 24 different controls and so forth. So in this specification
- 25 that I call my main specification in my report, I'm looking at

- 1 the impact of those restrictions again, just like I was
- 2 looking at those restrictions in the flock-size model. And
- 3 what -- I don't know how much more detail you want me to go
- 4 into at this point.
- 5 Q. All right. Well, we have here in the yellow box that's
- 6 blown up, you've covered the restrictions, the main
- 7 specifications, it says: Log production. In lay terms, what
- 8 does that mean? And then I'm wondering if we have another box
- 9 that shows us -- there we go.
- 10 All right. So we've just added on the screen:
- 11 Percent reduction of egg production. And with these boxes
- 12 blown up out of your results, would you just walk us through,
- 13 at a high level, what the results are from this regression
- 14 model with respect to egg production.
- 15 A. Yeah. So the first thing I'll point out, let's focus
- on -- let's focus first on these numbers right here. And I'll
- 17 start with this number right here, the adjusted R-square.
- 18 That's a measure of how much of the variation in egg
- 19 production my model is explaining, right? It's just a
- 20 diagnostic that econometricians and economists use to examine,
- 21 you know, how well a model is doing. And what this R-squared
- indicates is that my model is explaining over 99 percent of
- 23 the variation that we observe in the independent variable,
- 24 okay?
- 25 Q. All right. Wait. Wait. That's a lot of economics in

- 1 one sentence. R-square and economic variables. So in the
- 2 context of this case, if you would, Professor Baye, just take
- 3 two or three sentences, tell us what you mean by that
- 4 statement.
- 5 A. What I mean by that is if you look at my number of
- 6 controls in this regression --
- 7 Q. And the controls are all those things that you showed
- 8 them before?
- 9 A. That's right.
- 10 Q. All right, keep going.
- 11 A. In this particular regression, I only have -- I only have
- 12 four controls. I've got a control for feed costs, that's this
- one right here; I've got a control for the price of
- 14 electricity; and I've got real GDP that's kind of doing two
- 15 things, controlling for population, recessions, income, that
- 16 kind of thing; and I've got time, to control for things that I
- 17 haven't explained with the other variables, like perhaps
- 18 changes in animal welfare, other factors; I also have monthly
- 19 dummy variables to account for seasonality in the production
- of eggs.
- 21 So you can't possibly put every conceivable variable
- 22 into a regression and have the regression work. There's
- 23 something called the degree of freedom problem. So what the
- 24 R-squared is telling us is, okay, with this model, how much of
- 25 the variation in egg production am I explaining? I'm

- 1 explaining 99.1 percent. So you say, okay, well, is it
- 2 possible that there's some other variable that I've excluded
- 3 that might be important? Anything's possible. But based on
- 4 that diagnostic, and other diagnostics that I've performed,
- 5 those possibilities are unlikely to materially impact the
- 6 conclusions that I have, and that's reinforced by the fact
- 7 that I do this across nine different specifications. I do it
- 8 for flock size, as we just discussed, I now do it for egg
- 9 production and I use a host of other methods as well. But
- 10 that's the first number there.
- 11 Q. All right. And just going through Slide 9, in summary
- 12 fashion, for Restriction 1, that's August 2002 to
- 13 January 2004; is that correct?
- 14 A. That's correct.
- 15 O. And this is -- this is reporting on the results of your
- 16 model with respect to changes, if any, in the egg production,
- 17 the egg supply in the United States, correct?
- 18 A. That's correct.
- 19 Q. All right. And for that time period, what percent
- 20 reduction of egg production does the model report?
- 21 A. The point estimate is .2, which is a tiny reduction in
- 22 the production of eggs.
- 23 Q. For Restriction 2, February 2004 through July 2005, what
- 24 is the percent reduction of egg production reported by the
- 25 model?

- 1 A. .6 percent reduction.
- 2 Q. Restriction 3, for the period August 2005 through
- 3 January 2007, what is the model report for the percent
- 4 reduction of egg production in that time period?
- 5 A. 2.4 percent.
- 6 Q. For Restriction 4, which is February 2007 through
- 7 July 2008, what is the percent reduction of egg production
- 8 reported by your model?
- 9 A. 5.5 percent.
- 10 Q. Restriction 5, which is the time period August 2008
- 11 through December 2012, what is the model report as the percent
- 12 reduction of egg production for that time period?
- 13 A. 5.2 percent.
- 14 Q. All right. A few questions, if I might, Professor Baye.
- 15 I note on the left side of -- are you there?
- 16 A. Yeah.
- 17 Q. I note on the left side where it says: Main
- 18 specification log production for Restriction 4 -- this is
- 19 technical stuff, I apologize, but I want to just explain this
- 20 -- or understand this.
- 21 The number there is negative 0.056 and in
- 22 Restriction 4 the number there is 5.5 percent. Why the
- 23 difference, sir?
- 24 A. It's just a technical -- I mean, the numbers -- the
- 25 coefficients would exactly match the percent changes if the

- 1 percent changes were very small. When percent changes get
- 2 larger, there's a slight difference in the coefficient and the
- 3 actual percentage effect, and I've accounted for that in the
- 4 right-hand side.
- 5 Q. And is your answer the same for Restriction 5?
- 6 A. That's correct.
- 7 Q. In the last column on the right-hand box, there's a
- 8 reference to: Statistically significant at the 99 percent
- 9 level.
- 10 Do you see that?
- 11 A. You're talking about this right here?
- 12 Q. I am, yes, sir.
- 13 A. Yes.
- 14 Q. All right. And you've already explained to the jury what
- 15 that means. Is this definition of this column with
- 16 statistical significance at the 99 percent level have the same
- 17 definition you explained to the jury already?
- 18 A. Yes.
- 19 THE COURT: Mr. Blechman, would this be an okay time
- 20 for me to interrupt you and let the jury have a 10, 12-minute
- 21 break?
- MR. BLECHMAN: Yes, Your Honor.
- 23 THE COURT: Okay, so we'll do that, folks. Please
- 24 enjoy the break. Come back in 12, 15 minutes. Again, please
- do not discuss the case, but we'll resume at the end of the

- break.
 THE DEPUTY CLERK: All rise.
- 3 (Jury out.)
- 4 THE COURT: And you all can enjoy the break as well.
- 5 MR. BLECHMAN: Thank you, Your Honor.
- 6 Your Honor, while we're on the record, the
- 7 witness --
- 8 You can go out.
- 9 THE WITNESS: I can leave?
- 10 MR. BLECHMAN: Yeah.
- I just wanted to put on the record something Defense
- 12 Counsel and I spoke about. We agreed that the rules invoke,
- and counsel will not be speaking to the witness, but that the
- 14 witness -- counsel on both sides have agreed can talk to the
- 15 nontestifying economic consultant who is working with the
- 16 witness. In this case, there's someone in the courtroom
- 17 identified. I suspect they'll have --
- 18 THE COURT: You mentioned, you didn't identify him.
- 19 MR. BLECHMAN: Thank you. That I mentioned. And so
- 20 we've agreed on that.
- 21 THE COURT: Okay.
- MR. BLECHMAN: And I just wanted to put that on the
- 23 record.
- 24 THE COURT: Fair enough.
- MR. BLECHMAN: Thank you.

- 1 (After recess:)
- 2 (Witness resumes the stand.)
- 3 THE DEPUTY CLERK: All rise.
- 4 (Jury in.)
- 5 THE COURT: Okay, you can all sit down. Welcome
- 6 back.
- 7 Okay, Mr. Blechman, you may resume.
- 8 MR. BLECHMAN: Thank you.
- 9 BY MR. BLECHMAN:
- 10 Q. Professor Baye, we've rearranged the furniture ever so
- 11 slightly. We've moved that screen in front of you down and
- 12 we're hoping that everybody can see each other now. Let me
- 13 pick up where we left off. And I want to first ask you,
- 14 looking at Slide 9, which is still up on the screen there,
- 15 there's a reference on the left-hand side in that box to the
- 16 backfilling ban specification log, paren, production, close
- 17 paren.
- Do you see that?
- 19 A. I do.
- 20 Q. Let's begin, if you would, please, by explaining to the
- 21 jury what is that specification?
- 22 A. The backfilling ban specification 3, Column 3?
- 23 O. Yes. Yes.
- 24 A. It's just a specification. Another element of the
- 25 alleged conspiracy is the backfilling ban. And again, I'm not

- 1 an animal welfare expert, but the question is: Did the
- 2 backfilling ban have a material impact on the number of eggs
- 3 that are being produced? And the documentary record that I
- 4 reviewed indicates that somewhere between 3 and 20 percent of
- 5 hens die in a given year. So the matter of economics, you
- 6 might expect the backfilling ban to have an impact on egg
- 7 production. That's the rationale as an economist for looking
- 8 at this, to test that. And so what I did hear is: I
- 9 completely ignored other aspects of the conspiracy,
- 10 effectively assuming they had no effect on output, and
- 11 examined whether the implementation of the backfilling ban
- 12 impacted output. And when I do the regression, using the same
- 13 controls and -- that I've discussed ad nauseam, I find that
- 14 the backfilling ban reduced output by 2.1 percent.
- 15 O. You mentioned in the answer you just gave that you
- 16 ignored other aspects -- I don't remember if you said
- 17 conspiracy, other aspects of something, whatever you said.
- 18 A. Um-hum.
- 19 Q. Would you -- would you explain to the jury, what do you
- 20 mean when you're doing an economic model, when you -- in the
- 21 context, let's say, of the backfilling ban, what it means to
- 22 say you ignore other aspects of -- whether it's the conduct or
- 23 whatever it is that you ignored, explain that and explain just
- 24 how that worked, in lay terms, please.
- 25 A. Yeah, so, you know, as I look at the record and I look at

- 1 the evolution of behavior in the industry, there's an
- 2 evolution which starts with communication by Don Bell in the
- 3 1990s, it starts with communication by the United Egg
- 4 Producers in the early 2000s, it ultimately evolves into what
- 5 this regression is all about, the cage space restrictions, and
- 6 the other restrictions imposed by the UEP.
- 7 What's important to recognize is that other things
- 8 are going on over time. In addition to the cage space
- 9 restrictions being tightened, the backfilling ban is being
- implemented, the 100% rule is being enforced in differential
- 11 ways, so there's other things going on. So when I say we're
- 12 going to focus purely on the backfilling ban, it's important
- 13 to keep in mind that there are other things going on during
- 14 this backfilling ban period, the 100% rule is in place, the
- 15 backfilling ban is in place, and we've got a cage space
- 16 restriction. So what I'm just asking is, okay, if we just
- 17 take that date as the date in which the alleged conspiracy
- 18 might have impacted output, what happens? Does it change the
- 19 results? It's a way of addressing the backfilling ban
- 20 specifically but also providing an additional robustness check
- 21 on the other analyses that I've provided.
- 22 Q. And with that in mind then let's look over, if you would,
- 23 please, in the yellow box on the right-hand side where you
- 24 have backfilling ban, in the last line there, excuse me, where
- 25 it reads: Backfilling ban effective date February 2005, and

- 1 then percent reduction of egg production, what's the number
- 2 that you get there?
- 3 A. 2.1 percent reduction in egg production.
- 4 Q. And what does that 2.1 percent mean?
- 5 A. That means relative to the number of eggs that would have
- 6 been produced in the absence of the UEP restrictions,
- 7 production would have been 2.1 percent higher.
- 8 Q. All right.
- 9 A. Possibly.
- 10 Q. And then in the far right-hand column on the box in the
- 11 right under Statistical Significance At 99 Percent Level, you
- 12 say: Yes.
- 13 A. That's correct. With the same interpretation that I gave
- 14 earlier. It's really a 1 percent chance that I'm finding
- 15 effect that's not there but this is the way we think about it
- 16 often.
- 17 Q. Okay. Two clarifying questions before we move on. You
- 18 have used the word "parsimonious" a few times. And help me
- 19 help the jury understand what do you mean when you're using
- 20 that term in the context of the economic work you've done?
- 21 A. Yeah, so one thing as a journal editor I'm very skeptical
- 22 of is individuals who write papers that have a gazillion
- 23 explanatory variables to prove a result, okay? Because if you
- 24 search long and hard enough you can probably find a set of
- 25 variables that's going to make an effect go away, right? And

- 1 so the first thing I look for is a parsimonious model, a model
- 2 that uses as few explanatory variables as possible to identify
- 3 an effect. And once I do that, I say, okay, now can I
- 4 overturn that result by considering alternative controls and
- 5 so forth. And that's what I've done here.
- 6 Q. Okay. And if I've asked you this, I apologize, but one
- 7 of my colleagues sitting behind me, one of the lawyers has
- 8 said he's not sure I have. So we've used the term
- 9 "regression" -- you've used the term "regression" a number of
- 10 times in your testimony.
- 11 A. Yeah.
- 12 Q. What is a regression?
- 13 A. A regression is a statistical technique that's used in
- 14 economics to examine the relationship between explanatory
- 15 variables, in this case, all of the controls that I've been
- 16 talking about, those are called explanatory variables, and the
- 17 independent variable, the variable of interest. So, so far
- 18 we've talked about flock size as being an independent variable
- and we've talked about the number of eggs produced as
- 20 independent variable. So a regression model is a mathematical
- 21 scientific statistical way of formally examining relationships
- in data to help disentangle economic causation, if you will.
- 23 Q. Are the regression models that you have used in this
- 24 case, in connection with forming your opinions, models that,
- in your opinion, based on your experience, are conformed with

- 1 generally accepted economic techniques?
- 2 A. Absolutely, and they're the same type of models that I
- 3 see in papers that I handle as a journal editor and they're
- 4 models similar to the models that the Bureau of Economics at
- 5 the Federal Trade Commission use to examine competitive
- 6 effects in a variety of contexts.
- 7 Q. In a little bit we're going to look at another model or
- 8 models that you've run. Does your answer just now to my
- 9 question apply with equal vigor to those models that you'll
- 10 discuss later in your testimony?
- 11 A. Yes.
- 12 Q. Finally --
- 13 A. With the exception of the VAR model. I think the VAR
- 14 model is not that commonly used.
- 15 Q. Okay.
- 16 A. But I find it to be a useful robustness check in a case
- 17 like this.
- 18 O. All right. I'm going to resist the temptation to ask you
- 19 the acronym right now because we'll get to that. And when we
- 20 do, I'll ask you then.
- 21 Finally -- I'm not sure it's finally, but with
- 22 regard to Slide 9, do you consider the results of this
- 23 regression model to be conservative?
- 24 A. I do.
- 25 Q. Why?

- 1 A. Because the table that's behind us, before we blow it up,
- 2 includes nine different specifications. The specification on
- 3 the far right, Specification 9, basically includes the kitchen
- 4 sink as controls, throwing in lots and lots of things that
- 5 might impact egg production. The numbers that I'm discussing
- 6 here and the numbers that I rely upon in making my -- in
- 7 forming my conclusions are really the smallest impact that I
- 8 find across. There's maybe a period or two where the numbers
- 9 might vary, but generally, the effects that I'm identifying
- 10 here are among the smallest that I identify across all of the
- 11 approaches that I've used.
- 12 O. Looking -- remaining on Slide 9 and looking at
- 13 Restriction Periods 1 and 2, that's the periods August 2002 to
- 14 January 2004, and February 2004 to July 2005, do you see that?
- 15 A. I do.
- 16 Q. The 100% rule, was it in place at that time?
- 17 A. Yes.
- 18 Q. And I note, nevertheless, that you find no statistical
- 19 significance at the 99 percent level to the results that you
- 20 report there of 0.2 percent and 0.6 percent, do you see that?
- 21 A. That's correct.
- Q. Does that mean, Professor Baye, that the 100% rule is not
- 23 anticompetitive?
- 24 A. What it means -- I can't answer that yes or no.
- 25 Q. Well, tell us what it means then, please.

- 1 A. What it means is that we can't identify the effect of the
- 2 backfilling ban -- I'm sorry, the 100% rule separately,
- 3 because essentially it's in place during all these periods,
- 4 right. So you could ask the question, okay, in the first
- 5 period that it's introduced, did the backfilling ban have an
- 6 effect? And the answer to that is no. But that's the wrong
- 7 economic question if you were interested in the
- 8 anticompetitive question.
- 9 Q. What's the right question to ask?
- 10 A. Well, again, you've got to think as an economist.
- 11 Q. As an economist what's the right question to ask?
- 12 A. The question is: Did the 100% rule change the nature in
- 13 the market, the nature of the market in a manner that would
- 14 have ultimately led to reductions in output?
- 15 Q. You've studied the records in this case, have you not?
- 16 A. I have.
- 17 Q. If purchasers wanted to buy eggs produced pursuant to
- 18 Animal Welfare Guidelines, how should it work in a competitive
- 19 market?
- 20 A. Well, a competitive market, you would -- I mean, firms
- 21 would have the opportunity to buy Animal Care Certified eggs
- 22 for customers that cared about them, and they could purchase
- 23 other eggs from other producers or maybe even the same
- 24 producer if they didn't care about animal welfare. So much of
- 25 my research is on heterogeneity of consumers. I mean, you

- 1 look at the world and the politics, we're all over the map in
- 2 terms of how we view the world. People are the same with
- 3 respect to other choices they make in markets, and in
- 4 competitive markets, ultimately you can have competing
- 5 opportunities for consumers to either care or not care about
- 6 animal welfare. And I don't mean to imply that people that
- 7 don't buy certified eggs don't care about animal welfare.
- 8 They might prefer a different animal welfare standard, like
- 9 cage-free eggs, which actually do exist.
- 10 Q. As an economist and based on your review of the record in
- 11 this case, should people who want to purchase non-certified
- 12 eggs be able to do so? And if so, why?
- 13 A. Well, certainly as a matter of choice -- you're limiting
- 14 choice if you don't allow people to buy the type of eggs that
- 15 they want, especially if it results in higher prices. But I
- 16 think the bigger issue from an anticompetitive standpoint is
- 17 the impact of the 100% rule on the adoption of UEP Guidelines
- 18 in the first place.
- 19 Q. What impact -- withdrawn.
- 20 As an economist, what impact have you found the 100%
- 21 rule, then, to have had?
- 22 A. Well, as I indicated in my report, the 100% rule
- 23 effectively puts retailers in a position -- and I'm going back
- 24 to the period in time when the UEP Guidelines were called
- 25 Animal Care Certified. That's a pretty big statement to put

- on a product, Animal Care Certified, okay?
- 2 So during this early phase of the UEP, they were
- 3 marketing their eggs as Animal Care Certified. What retailer
- 4 in their right mind would say, No, no, we don't care about
- 5 animal welfare, let's get those other eggs? So the whole
- 6 framing of the Animal Care Certified puts buyers in a
- 7 position, where as an economist, you'd expect people to
- 8 perhaps buy those eggs even if they didn't want to, which is
- 9 just the way marketing works, and that's the way, you know, if
- 10 the FTC, we worry about all kinds of issues related to
- 11 advertising. But the anticompetitive effect here is that by
- 12 putting that individual buyer in that position, it actually
- 13 can tip the market towards UEP Certified eggs.
- 14 Q. What do you mean by "tip the market"?
- 15 A. Well, once you get a critical mass of buyers buying
- 16 certified eggs, it makes it very difficult for a supplier
- 17 that's not providing certified eggs to exist. And in
- 18 particular, with the 100% rule, if a supplier signs a contract
- 19 with, say, Kroger for certified eggs, then that supplier with
- 20 the 100% rule is precluding itself from selling other markets.
- 21 So you effectively gobble up not only the business from Kroger
- 22 with certified eggs, you're shutting off a channel through
- 23 which other types of eggs could be produced that don't have
- 24 the certification label. And that's, as a matter of
- 25 economics, a restraint of trade.

- 1 Q. As a matter of economics, is the backfilling ban a
- 2 restraint of trade?
- 3 A. Again, I'm not an animal welfare --
- 4 O. I understand.
- 5 A. I'm not an animal welfare expert, but I have reviewed,
- 6 you know, the documentary record and I've reviewed
- 7 Dr. Walker's analysis of the backfilling ban, and in my
- 8 opinion --
- 9 Q. Dr. Walker is the Defendants' expert, the economist,
- 10 correct?
- 11 A. That's correct.
- 12 Q. Please continue.
- 13 A. My opinion is that, at least -- I mean, maybe there's
- 14 some welfare benefits of the backfilling ban, but as a matter
- of economics, the stories that I'm hearing have nothing to do
- 16 with an efficiency rationale for an industrywide policy of
- 17 backfilling.
- 18 Q. What do you mean -- I'm sorry, were you finished?
- 19 A. I think so.
- 20 Q. What do you mean by "efficiency rationale"?
- 21 A. So just to give you a couple of examples, okay, so one
- 22 story here is that, well, disease, we've got to have the
- 23 backfilling ban, otherwise birds are going to die, right? You
- 24 don't need an industry standard to do that. These guys have
- 25 tons of money invested in their birds. If backfilling

- 1 increases the risk of birds dying, they're going to lose
- 2 money. So maybe the UEP can say, well, you might want to
- 3 think about backfilling but it doesn't have to impose a
- 4 standard for that. So whether there's animal welfare reasons
- 5 for backfilling or not, that's a -- that story is not an
- 6 economically sound one.
- 7 Another example would be the, you know, the pecking
- 8 order story, right? It's important to recognize that during
- 9 this period, the house averaging method is in place. The
- 10 house averaging means that if you have a bunch of hens that
- 11 die in one cage, you could replenish that cage without
- 12 worrying about a pecking order, right? And the backfilling
- 13 ban precludes that.
- 14 Even more telling -- there's a third one that I
- 15 think is even more telling, and that is the conditions under
- 16 which a producer can violate the backfilling ban. A
- 17 catastrophic event like disease, that's when you want to start
- 18 putting additional chickens in cages is when you're worried
- 19 about a pandemic? And if so, why would you limit the number
- of hens to 90 percent of where you started? That restriction
- 21 in and of itself is just an example of the restrictive nature
- of the backfilling ban, in my opinion as an economist.
- 23 Again, you know, maybe -- maybe it's good for hens,
- 24 I have no opinion on that, but looking at the stories that
- 25 I've read about and the transcripts and depositions and so

- 1 forth, that's my economic opinion.
- 2 Q. All right. Let's move then from the regression models on
- 3 flock size and on eggs, and let me ask you this: Besides the
- 4 linear trend analysis that you explained before, with those
- 5 graphs with the lines, and besides the regression analysis on
- 6 flock size and on eggs, did you conduct any other statistical
- 7 analysis to measure the effect, if any, of the Defendants'
- 8 alleged conduct on flock size or the egg supply?
- 9 A. Yes, I did that VAR thing I was talking about earlier.
- 10 Q. All right, and I promised that -- so now tell us, what
- 11 does this acronym VAR stand for?
- 12 A. Vector autoregressive model.
- 13 Q. Vector autoregressive model, what in the world is that?
- 14 A. Well, it's a good question. So a vector autoregressive
- 15 model is a model -- let me just back up and remind the jury
- 16 that all the models we've talked about here, I've linked the
- 17 underlying allegations in the conspiracy to the data and
- 18 attempted to estimate effects, okay? I'm putting restrictions
- on when the conspiracy started implicitly and when it ended
- 20 implicitly by doing this analysis, right?
- One might worry that somehow, there's something else
- 22 going on during this period. There's some changes going on in
- 23 the marketplace that's somehow leading to results that aren't
- 24 really in the data, and the VAR model is a way of eliminating
- 25 that possibility because it doesn't use any data after -- in

- 1 my case, after 2002 to predict what prices would look like
- 2 before the conspiracy.
- 3 So it's a robustness check to ensure that the time
- 4 period that I examined and a whole host of other things aren't
- 5 contaminating the results.
- 6 Q. Did you, in fact, conduct a VAR analysis?
- 7 A. I did.
- 8 Q. Did you prepare a slide to show us the results of that
- 9 analysis?
- 10 A. I have a slide.
- 11 Q. Let's go to Slide 10, if you would, please.
- 12 A. Okay. So this -- I'm not lecturing.
- 13 Q. No, no, that's all right. Let's just -- for the record,
- 14 this is a slide, the title of which is Actual Flock Size
- 15 Versus But-For Flock Size VAR -- all in caps -- Model 1990
- 16 through 2012. Is that correct?
- 17 A. That's right.
- 18 O. All right. Would you please tell us -- tell the jury
- 19 what they're looking at in this Slide 10?
- 20 A. Right. So I showed you earlier the but-for production --
- 21 I'm sorry -- the but-for flock size and the actual flock size.
- 22 This is the same graph. So this -- this line here, this raw
- 23 data plotted here is an actual graph of the USDA flock size
- 24 data. The -- this portion of the graph is --
- 25 Q. Doctor, which portion?

- 1 A. The -- I would say red portion, the portion that begins
- 2 in 2002, that lies above the -- again, if you're color-blind,
- 3 blue may not help you, the line below there.
- 4 Q. Okay. So it's the top line, roughly, that --
- 5 A. The top line --
- 6 Q. -- roughly that runs from 2002 through 2012, correct?
- 7 A. That's correct.
- 8 Q. All right. Please continue.
- 9 A. Yeah, so that's the prediction of the model, and the
- 10 beautiful thing about a VAR model -- it's got limitations, of
- 11 course, but the nice thing about the VAR model is in terms of
- 12 estimating the underlying parameters of the model, I'm
- 13 actually only using data to the left of that line right there.
- 14 I'm using data before 2002 to estimate the model.
- 15 So the underlying estimation cannot be contaminated
- 16 by what's happening after 2002, okay? So what I do is you
- 17 estimate that model. This particular model is just a standard
- 18 simple VAR I've got, and so what you do here is you just let
- 19 the data do the talking. That's what VARs do. The data do
- 20 the talking. You don't put an economic hat on other than
- 21 determine what are some variables that might be relevant.
- 22 So most of the work in a VAR model is done by this
- 23 flock size you're able here -- so you're lagging flock size.
- 24 So what you're assuming is flock size today depends upon flock
- 25 size yesterday, the flock size the day before and so forth.

- 1 And the value of that in the VAR model is it allows you to, in
- 2 an indirect way, to control for a whole host of things that
- 3 you may not have data on.
- In addition to that, I control for corn prices with
- 5 lags, soybean prices with lags, real GDP with lags,
- 6 electricity, and again, I have my monthly dummies to account
- 7 for seasonality. So when you're all said and done, you
- 8 estimate the model using only data through 2002, and then you
- 9 project, given what you've learned about the past data, what
- 10 would -- what would the actual flock size look like given the
- 11 evolution of those variables that you've observed and that's
- 12 this top line right here.
- 13 O. Would another way of explaining the results that
- 14 illustrate -- shown in Slide 10 be that the flock size between
- 15 1990 and 2002 is used as an indicator to suggest what flock
- 16 size, what you would expect for the period after 2002,
- 17 control -- subject to the control from these variables you
- 18 mentioned, corn and soy and so forth? You can correct me.
- 19 A. I didn't like you using the word "indicator."
- 20 Q. All right. Then --
- 21 A. Because I confuse the jury, it's not an indicator like we
- 22 had before. There are no indicators in this model. I'm not
- 23 forcing any structure, I'm not forcing any of the actions of
- 24 the alleged conspiracy to materialize it at any point in time
- 25 other than I'm going to -- I'm going to look for an effect

- 1 after 2002, which as a matter of economics, is when I observe
- 2 the UEP Guidelines, you know, first being implemented. So
- 3 that's the economic rationale for using that data.
- 4 But I'm not -- this does -- this does provide an
- 5 estimate of what the flock size would have looked like but for
- 6 the actions that are alleged in this case as being
- 7 anticompetitive.
- 8 Q. What is this VAR model telling you then? What is the
- 9 data telling you in terms of the results after 2002?
- 10 A. It's telling you that but for the alleged conspiracy,
- 11 flock size would be larger than it actually was, which is
- 12 consistent with what the structural estimation approach that I
- 13 used in the case.
- 14 Q. And by "larger," do you mean the space above the blue
- line and below the red line after 2002?
- 16 A. Yeah, the gap here.
- 17 Q. And by "here," you're referring to the -- between the red
- 18 and the blue lines after 2002, correct?
- 19 A. That's correct.
- 20 Q. Please continue.
- 21 A. Yeah, the gap between the red line and the blue line
- 22 after 2002 widens and then shrinks a little bit, but the key
- 23 observation there is the gap is positive. The gap also lies
- 24 outside of the confidence interval. So the little dark bands
- 25 around that -- around that red line is a confidence interval

- 1 for the projection.
- 2 Q. Confidence interval, that's another economic term you're
- 3 going to have to help us understand.
- 4 A. It's like the 95 percent confidence that we're talking
- 5 about -- 99 percent confidence that we had before. This
- 6 confidence interval just indicates where you would expect the
- 7 range to be based on the estimated model that you've generated
- 8 and the fact that these only -- these overlap right down here
- 9 at the beginning, 2002 to 2004.
- 10 Q. These being the red and blue lines?
- 11 A. The red and blue lines don't really overlap, but that
- 12 shaded area kind of overlaps.
- 13 Q. Okay.
- 14 A. What that means is, yeah, there's evidence of an effect
- during 2002 and 2003 and so on, but it's not -- it may not be
- 16 statistically significant.
- 17 Q. You explained, Professor Baye, that you're using in this
- 18 VAR model a data prior -- is it prior to 2002?
- 19 A. That's correct.
- 20 Q. All right. Why prior to 2002? Why did you select that
- 21 as the point in time at which to stop using data going
- 22 forward?
- 23 A. I used it because that's the data which the
- 24 UEP Guidelines were implemented. So I'm using that. I'm just
- 25 not -- I'm being completely agnostic. I'm throwing away my

- 1 economic hat and I'm not -- I'm being agnostic on whether
- 2 flock size is going to change at every restriction period that
- 3 I examined before to see if that changes the picture that I
- 4 get.
- 5 Q. All right. Now, this VAR model in Slide 10 measures
- 6 changes in actual versus but-for flock size, correct?
- 7 A. That's correct.
- 8 Q. All right. Did you -- did you also measure -- excuse me.
- 9 Withdrawn.
- 10 Did you also use the VAR model to measure changes in
- 11 egg supply?
- 12 A. That's correct, to make sure that there's not
- 13 productivity effects that I'm ignoring here.
- 14 Q. And did you prepare a slide to show us the results of
- 15 that model?
- 16 A. I did.
- 17 O. Please turn to Slide 11.
- Professor Baye, is this the slide to which you
- 19 referred?
- 20 A. It is.
- 21 Q. Would you please explain to the jury what is reflected in
- 22 this slide, starting with the title and then explain what it
- 23 shows.
- 24 A. Yes. So this is exactly the same econometric technique
- 25 that I explained earlier, only we're explaining egg production

- 1 instead of flock size, okay? So same idea, we use egg
- 2 production up to 2002. And then based on the estimated model
- 3 that's specified here, we won't go into the details of that at
- 4 this point, but based on those parameters, we then forecast
- 5 what the underlying egg production would be beyond 2002.
- And as you can see here, again, in this region here,
- 7 we're not seeing much of an effect, but we're seeing -- in the
- 8 region around 2002, 2004, we're not seeing much of an effect,
- 9 but starting around 2005, 2006, we're seeing a gap in the red
- 10 and the blue, and that gap is statistically significant based
- 11 on the VAR.
- 12 Q. All right. Again, I don't think I've asked you this, but
- 13 I just -- whether it's idle curiosity or not, you've got here
- on the bottom of this Slide 11 and other places "monthly
- dummy" and we've seen that as a word that's been used in a
- 16 couple other documents that have shown parts of your model.
- 17 Would you please explain to the jury what that
- 18 means?
- 19 A. Yeah, so if you just look at this raw data right here
- 20 before 2002, that's the actual USDA data. Do you see those
- 21 spikes up and down, those jagged edges? That's seasonality,
- 22 right? They're seasonal patterns that are occurring in that
- 23 data. If we want to explain egg production, we have to
- 24 control for that seasonality. Otherwise, there's going to be
- 25 a lot of variation of what we're trying to observe. So the

- 1 monthly dummies are designed to capture the effects of that
- 2 seasonality.
- 3 Q. And what is a monthly dummy?
- 4 A. It's an indicator --
- 5 Q. Thank you.
- 6 A. -- that is turned on during a given month. So we're
- 7 going to allow production of eggs to differ depending upon
- 8 whether it's January, February, March, April, May, June, July,
- 9 onto --
- 10 O. And so forth?
- 11 A. And so forth.
- 12 Q. All right. So in summary, based on your economic
- 13 analysis, did Defendants' anticompetitive conduct cause a
- reduction of U.S. egg supply between 2.1 and 5.5 percent?
- 15 A. There's robust evidence of that, yes.
- 16 Q. All right. Let's turn to the next subject matter that
- 17 you took up. In conducting your economic analysis, did you
- 18 consider egg demand and egg elasticity?
- 19 A. I did.
- 20 Q. All right. And you briefly described what those terms
- 21 meant before, but let's -- let's dig a little deeper, if we
- 22 might, and move to Slide 13.
- 23 Did you prepare this slide to explain what price
- 24 elasticity means in terms of eggs?
- 25 A. Yes.

- 1 Q. Would you please explain to the jury what is price
- 2 elasticity with respect to eggs using Slide 13 as an aid?
- 3 A. Yeah, maybe we just populate the whole slide here, if we
- 4 can.
- 5 Q. Sure.
- 6 A. I know I put a lot up here, but it will make it easier
- 7 for me to talk.
- 8 Q. All right. Let's populate the whole thing.
- 9 A. So the idea of elasticity of demand is to measure how
- 10 sensitive consumers are to changes in prices or alternatively
- 11 how a change in output will impact the price consumers have to
- 12 pay in a competitive market. So in this example right here,
- if you start out at Point A where there's 100 eggs, this point
- 14 right here is what the market equilibrium price for eggs will
- be. And reading over here, the price of eggs is \$0.10, \$0.10
- in eggs, about \$0.20 a dozen, if you will. So you can ask the
- 17 question if the quantity of eggs is reduced by only one egg,
- 18 and I've constructed this in a way that's exactly a 1 percent
- 19 reduction.
- 20 Q. So the 99 and the 100 on the bottom axis, that's the
- 21 number of eggs?
- 22 A. That's correct.
- 23 Q. Okay.
- 24 A. So suppose we reduce the number of eggs from 100 to 99,
- 25 so the supply curve shifts. It could be due to a change in

- 1 feed costs, it could be due to a conspiracy. The question is,
- 2 what happens to the price? If, in this case right here, that
- 3 1 percent reduction in price leads the price of an egg to go
- 4 from \$0.10 to \$0.11, that rise in price from \$0.10 to \$0.11 is
- 5 a 10 percent increase in price, okay?
- So a 1 percent reduction in quantity leads to a
- 7 10 percent increase in price. So the elasticity of demand is
- 8 a way of quantifying that, and in particular, what I'll just
- 9 call the inverse elasticity of demand measures how much price
- 10 rises in response to a change in output.
- 11 Q. All right. There's a lot of eco stuff in there.
- 12 A. I know.
- 13 Q. Let's break this down. You mentioned supply curve?
- 14 A. Um-hum.
- 15 Q. Tell us what it is, and show us, please, or direct the
- 16 jury to where the supply curve is reflected in Slide 13.
- 17 A. The initial supply curve here is on this curve right
- 18 here.
- 19 Q. So you're referring to the bottom curve that runs from
- 20 the bottom left to the right?
- 21 A. That's correct.
- 22 Q. All right. And that's the supply curve?
- 23 A. That's correct.
- 24 Q. And there is a curve that appears immediately to the left
- of the supply curve. What is it?

- 1 A. The blue curve is the demand curve. That's telling us
- 2 how much consumers will buy at each price. So, for example,
- 3 if the price is \$10, consumers will buy 100 units. If the
- 4 price rises to \$11, they'll only buy 99 units. And that's
- 5 what it means for demand to be inelastic. If the price rises
- 6 by 10 percent, the quantity demanded doesn't fall very much.
- 7 Again, as I talked about earlier, that's typically the case
- 8 for products that don't comprise a large percentage of a
- 9 consumer's budget.
- 10 Q. The example you gave earlier about the bubble gum and the
- 11 bubble gum machine, is that functionally a way to understand
- 12 changes in elasticity?
- 13 A. Yes.
- 14 Q. Okay. The jury -- we won't go into that again.
- 15 A. Yes.
- 16 Q. Okay. Did you conduct an analysis to estimate the
- 17 elasticity demand of eggs?
- 18 A. I conducted a number of analyses to do that.
- 19 Q. What did you do, sir?
- 20 A. Well, I did an econometric analysis to formally estimate
- 21 the inverse elasticity of demand for each of the products that
- 22 I had Urner Barry data on, and I also looked at the
- 23 documentary record to see what firms in the industry thought
- 24 their elasticities of demand were.
- 25 Q. When you said you did econometric analysis, tell us with

- 1 a little more granularity what you're referring to.
- 2 A. Yeah, I'm referring again to regression analysis where I
- 3 used a procedure called two-stage least squares that allows me
- 4 to formally estimate the elasticity of demand based on data
- 5 available in this case.
- 6 Q. Did you prepare a chart to show us the results of the
- 7 model that you ran with regard to elasticity that you just
- 8 referenced?
- 9 A. I did.
- MR. BLECHMAN: May we go to Slide 14, please.
- 11 BY MR. BLECHMAN:
- 12 Q. Professor Baye, Slide 14 has a title, Estimated Demand
- 13 Elasticities and Price Increases Attributable to the Alleged
- 14 Conspiracy 1990 through 2012.
- Do you see that title?
- 16 A. I do.
- 17 Q. All right. Sir, would you please tell the jury what is
- 18 reflected in Slide 14?
- 19 A. Well, this is just one set of the 68 elasticities of
- 20 demand I estimated based on the available data.
- 21 Q. Okay, stop there for a second. 68 elast- -- say that
- 22 again, please.
- 23 A. 68 elasticities of demand --
- 24 Q. All right.
- 25 A. -- for 68 different products. So the first --

- 1 Q. What does that mean? Right.
- 2 A. So the first product, U.S. Shell Eggs, Brown Extra Large
- 3 Midwest, that's the very first entry there.
- 4 Q. All right, I know it's hard for me to read. I can't
- 5 imagine on the screen. But you're referencing under Shell
- 6 Eggs, the first line that reads: UB Shell Eggs, Brown Extra
- 7 Large Midwest. Is that right?
- 8 A. That's correct.
- 9 Q. All right, please continue.
- 10 A. So I estimated an elasticity of demand for that product.
- 11 Looking at the bottom one here, I estimated an elasticity of
- 12 demand for shell eggs, white jumbo southern -- does that say
- 13 southern?
- 14 Q. Southeast.
- 15 A. Southeast. I need glasses.
- 16 Q. We both need glasses.
- 17 A. So the big picture is I specifically estimated these
- 18 elasticities, in particular the inverse elasticity for each of
- 19 these egg products, and then also -- I mean, and they're all
- 20 very close to that .1 that I used in the little hypothetical.
- 21 They're all around .1.
- 22 Q. Why 68?
- 23 A. Because that was the Urner Barry data that were available
- 24 going back to 1990. If you go back before then you lose a
- 25 bunch of data, so I used the data that's available. And it's

- 1 also tied to purchases of the Plaintiffs in this particular
- 2 matter.
- 3 Q. And the jury has heard about Urner Barry. But in a
- 4 sentence or two for context, what is it?
- 5 A. Yeah, it's a wholesale reporting. It reports wholesale
- 6 prices for eggs, not the prices you and I would pay, but the
- 7 prices that an entity like Kroger or Albertsons would pay for
- 8 eggs. And the documentary record that I reviewed indicated
- 9 that during this period, about 90 percent of all wholesale egg
- 10 transactions were linked in some way to the Urner Barry index.
- 11 It's a measure of the market price of eggs at the wholesale
- 12 level.
- 13 Q. And if we go through Slides 14, 15, 16, and 17, are these
- 14 just continued line items listing the regressions that you ran
- among the 68 products?
- 16 A. That's correct.
- 17 Q. And is this for all the Plaintiffs?
- 18 A. Well, this is the demand -- the overall market demand.
- 19 Q. Excuse me, let me withdraw the question.
- 20 This is the -- the 68 you've explained, and for what
- 21 is the 68? For whom?
- 22 A. For these different egg products.
- 23 Q. Got it. All right. And did you -- does this model
- 24 reflect a result?
- 25 A. Yeah. So --

- 1 Q. Where should we turn for the result?
- 2 A. Well, I think I've got it highlighted on the next slide,
- 3 if I'm not mistaken.
- 4 Q. By "next slide," you're referring to Slide 17?
- 5 A. Yeah. So all I wanted to communicate here is, you know,
- 6 the estimates of the inverse elasticities allow me to very
- 7 precisely estimate the impact of the alleged conspiracy on the
- 8 prices paid by the Plaintiffs for different types of eggs and
- 9 egg products. I'm not assuming that the elasticity of demand
- 10 for every type of shell egg or egg product, be it a jumbo or a
- 11 large or be it dried eggs or liquid whites, I'm not assuming
- 12 that they're the same. I'm using the data to infer what the
- 13 elasticity is.
- 14 Q. All right. I want to break that down, if we could.
- 15 A. Okay.
- 16 Q. Starting with inverse elasticities, this is a term that
- 17 you've used a few times. And assume that I'm an economics
- 18 student or a layperson and -- would you explain the inverse
- 19 elasticities and how it worked in your model in lay terms?
- 20 A. Right. Conceptually the inverse elasticity is the
- 21 inverse of the elasticity. The elasticity of demand is going
- 22 to tell us if price goes up by 1 percent, how much does
- 23 quantity change.
- The inverse elasticity says, if output falls by 1
- 25 percent, what happens to the price? Okay. And if you look at

- 1 the estimated -- let's just look at that overall average, if
- 2 we can.
- 3 Q. Of course.
- 4 A. The overall average elasticity is .11.
- 5 Q. And you're on Slide 17, correct?
- 6 A. I'm on Slide 17 and I'm looking --
- 7 Q. You're looking in the middle column that reads
- 8 "Elasticity" --
- 9 A. Right, and that's this number right here that I've
- 10 circled.
- 11 Q. Please continue.
- 12 A. So what that means, the elasticity of demand is minus
- 13 .11. That's highly inelastic. That means the consumers are
- 14 not very sensitive to changes in the price of eggs. It makes
- 15 economic sense to me.
- This number right here, the inverse elasticity tells
- 17 me if output falls by 1 percent, how much does price go up?
- 18 This overall average means that if the price -- I'm sorry. If
- 19 the quantity of eggs shrinks by 1 percent, price is going to
- 20 go up by a factor of 9.53 percent. So a 1 percent reduction
- 21 in the price of eggs -- I'm sorry, in the quantity of eggs
- increases price by 9.53 percent. So in terms of understanding
- 23 the impact of the conspiracy -- the alleged conspiracy on the
- 24 Plaintiffs, it's really the inverse elasticity that's going to
- 25 be helpful in doing that. But I just wanted to point that the

- 1 overall elasticity of demand for all these products is
- 2 consistent with what one would expect based on the underlying
- 3 economics and it's consistent with statements that I cite in
- 4 my report from other textbooks that indicate that the demand
- 5 for eggs is inelastic.
- 6 Q. All right. And there's also a reference to price
- 7 increases from backfilling ban specifications on the
- 8 right-hand side. Do you see that, Slide 17?
- 9 A. That's correct.
- 10 O. And what is that about?
- 11 A. That would be based on the 2.1 percent reduction in
- 12 output that we estimated for the -- that we discussed for the
- 13 backfilling ban specification. This tells us how much the
- 14 price of each and every one of these shell eggs and egg
- 15 products would have increased as a result of that 2.1
- 16 reduction in output from the backfilling ban alone. And the
- 17 overall -- the overall average of that is consistent.
- 18 Q. And then there's -- to the left of that column are
- 19 several columns about price increases from the alleged
- 20 conspiracy main specifications. Do you see that?
- 21 A. I do.
- 22 Q. Would you please tell the jury what that refers to.
- 23 A. Yeah. So basically all this does is it takes those
- 24 estimated reductions in output that I discussed earlier and it
- 25 translates those into how much do prices go up. So when I

- 1 showed you that graph that maybe made you break out in hives,
- 2 we said a 1 percent reduction in output leads to a 10 percent
- 3 increase in price. I'm just quantifying that for each and
- 4 every one of these shell eggs and egg products. So the
- 5 2.1 percent reduction in output led to these increases in the
- 6 prices of each and every one of these products.
- 7 Q. All right. And in summary then, in lay terms, would you
- 8 please explain to the jury what is the meaning of the overall
- 9 average numbers and findings as reflected in Slide 17? Tell
- 10 us what this means in lay terms, please.
- 11 A. In lay terms, it says -- I mean, your mileage is going to
- 12 vary across different products in terms of the specific
- 13 elasticity. But if you just pick an average shell egg or egg
- 14 product, the elasticity of demand is about .1, minus .1.
- 15 O. Did you look at the record in this case to evaluate
- 16 whether your economically determined elasticity is supported
- 17 by the record or not?
- 18 A. I did, yes.
- 19 Q. All right. And let me -- let me show you a few documents
- 20 and find out if these are examples of documents you've looked
- 21 at in the record to support your finding.
- MR. BLECHMAN: If we can please bring up Slide 18.
- 23 Your Honor, this is Plaintiffs' Exhibit 151, which
- 24 is in evidence, I understand.
- Your Honor, I apologize. I'm not sure that that's

- 1 in evidence. If I may have just a moment.
- THE COURT: 151, did you say?
- 3 MR. BLECHMAN: I did, Your Honor, Plaintiffs' 151.
- 4 I'll just use it as a demonstrative. I don't want to slow the
- 5 process down, Your Honor.
- 6 THE COURT: Okay.
- 7 MR. BLECHMAN: Thank you.
- 8 BY MR. BLECHMAN:
- 9 Q. Professor Baye --
- 10 A. Is anyone seeing it?
- 11 Q. I think it's up, yes.
- 12 Professor Baye, Slide 18 is titled An Economic
- 13 Perspective on the United Egg Producers Animal Husbandry
- 14 Guidelines of U.S. Egg-Laying Flocks, November 25, 2002.
- In the context of looking at the record and
- 16 assessing whether your economically determined elasticities
- 17 are supported by the record, please explain to us what is
- 18 shown in Slide 18.
- 19 A. Yeah, this is a paper that was in the files. I don't
- 20 remember precisely which -- which Defendant or
- 21 co-conspirator's file it was in, but when I'm searching that
- 22 large database that I described, one of the search terms I'm
- 23 using is elasticity. This is something that popped up. And
- 24 that elasticity shows -- this study shows that the elasticity
- of demand is between minus .12 and minus .08.

- 1 Q. And this is a paper authored by Allan Rahn, R-A-H-N, from
- 2 Michigan State University, entitled An Economic Perspective on
- 3 the United Egg Producers Animal Husbandry Guidelines for U.S.
- 4 Egg-Laying Flocks. Is that correct?
- 5 A. That's correct.
- 6 Q. All right. And in this article you were referencing the
- 7 passage in the article about estimates of the price elasticity
- 8 of demand for eggs typically fall in the negative .12 to
- 9 negative .08 range?
- 10 A. That's correct.
- 11 Q. What does that tell you in terms of the economically
- derived elasticity that you testified to earlier?
- 13 A. That it's consistent with other researchers who have
- 14 found the demand for shell eggs and egg products is highly
- 15 inelastic.
- MR. BLECHMAN: Slide 19, please.
- 17 BY MR. BLECHMAN:
- 18 Q. Professor Baye, this is a United Voices newsletter. The
- 19 jury is familiar with United Voices. This one is dated
- 20 July 29, 2002.
- 21 For clarity, I'm not sure if it's in evidence, but
- 22 I'm simply going to use this as a demonstrative.
- Is this a document that you read in connection with
- 24 your work?
- 25 A. Yes, it is.

- 1 Q. And what, if anything, did this document tell you about
- 2 the support or lack of support for the elasticity number in
- 3 your model?
- 4 A. Well, it's just a quote from the article. It's exactly
- 5 the same information, but what's interesting, as a matter of
- 6 economics, is that this information is being communicated to
- 7 members of the UEP to communicate to them that reduction in
- 8 output is going to result in higher prices. And in any event,
- 9 it's the same number that was described in the previous study.
- 10 Q. And by this information, are you referring to the passage
- 11 in this United Voices newsletter that reads: Estimates of the
- 12 price elasticity of demand for eggs typically fall in the
- 13 negative .12 to .08 range. This indicates that in the short
- 14 run, i.e. before additional cage space could be constructed
- and a supply response realized, egg prices could increase 8 to
- 16 12 percent for every 1 percent of egg supplies are reduced?
- 17 A. That's correct.
- MR. BLECHMAN: Slide 20, please.
- 19 BY MR. BLECHMAN:
- 20 Q. Professor Baye, Slide 20 is an Investors Business Daily
- 21 article dated July 10, 2007. It's identified as Plaintiffs'
- 22 Exhibit 408. I'm not sure if it's in evidence. I'm simply
- 23 going to use it as a demonstrative, sir.
- 24 Did you look at this document in connection with
- 25 assessing whether your elasticity derived from your model is

- 1 correct?
- 2 A. I did.
- 3 Q. And what did it tell you?
- 4 A. It tells me that demand for shell eggs and egg products
- 5 is highly inelastic.
- 6 Q. In that regard, were you referring, among other things,
- 7 to the statement in the article: 1 or 2 percent on the supply
- 8 side after effects prices 20 or 30 percent?
- 9 A. Yep.
- 10 MR. LEVINE: Your Honor, objection.
- 11 THE COURT: The reading of the hearsay.
- MR. BLECHMAN: I'm going to move on, Your Honor.
- 13 THE COURT: Okay.
- MR. BLECHMAN: Thank you.
- 15 BY MR. BLECHMAN:
- 16 Q. During your analysis, Professor Baye, did you consider
- 17 whether there is a relevant market? And if so, what is it?
- 18 A. I did.
- 19 Q. All right, well, then, let's talk about that. First, so
- 20 that we can tie some concepts together that you've already
- 21 covered, what is the relationship, if any, between elasticity
- 22 and relevant market?
- 23 A. Well, elasticity is important for two reasons. It, first
- 24 of all, is indicative of the number of substitutes for a
- 25 product. And secondly, it's important because it allows one

- 1 to directly perform the hypothetical monopolist test that the
- 2 Federal Trade Commission and the U.S. Department of Justice
- 3 require for establishing the existence of a relevant antitrust
- 4 market.
- 5 Q. All right. And for context, since you're going to
- 6 testify a little bit about this, remind us what is the
- 7 definition of inelastic demand.
- 8 A. Inelastic demand means that if prices go up a little bit,
- 9 consumers don't change their behavior very much. If prices go
- 10 up a lot, quantity and demand falls only a little bit. And
- 11 that permits a profit maximizing firm, if demand is inelastic,
- 12 to profitably increase price. Because the volume you lose is
- 13 more than offset by the higher price you're going to get.
- 14 Q. Let's now move to the -- to relevant market. What is a
- 15 relevant market in economic terms?
- 16 A. In formal economic terms or simple economics terms?
- 17 Q. In simple economic terms.
- 18 A. Simple economic terms is what I said earlier, and that
- is, that's the market we want to analyze to look for
- 20 competitive effects.
- 21 Q. Does a relevant market consist of components?
- 22 A. It's consists of the product that we're examining.
- 23 That's called the relevant product. And it consists of the
- 24 geographic area in which you're examining potential impact,
- 25 and that is the relevant geographic market.

- 1 Q. Do you have an opinion about what is the relevant product
- 2 market in this case?
- 3 A. It's my opinion -- yes.
- 4 Q. What is your opinion?
- 5 A. It's my opinion that the relevant product market is eggs,
- 6 shell eggs for human consumption.
- 7 Q. All right. Are egg products included in the relevant
- 8 market?
- 9 A. Yes.
- 10 Q. All right. Do you have an opinion about what is the
- 11 relevant geographic market?
- 12 A. Yes.
- 13 Q. What is your opinion?
- 14 A. The United States.
- 15 Q. Let's look -- did you prepare a slide to explain that --
- 16 A. Yes.
- 17 Q. -- your opinion?
- 18 Let's look at Slide 22, if we would, please. Slide
- 19 22 is titled Analysis of Relevant Geographic Market.
- 20 Professor Baye, tell us what's shown on Slide 22,
- 21 please.
- 22 A. Slide 22 shows us during the relevant period how many
- 23 eggs were shipped into the U.S. from abroad that were consumed
- 24 in the U.S. So this --
- 25 Q. Go ahead.

- 1 A. This demonstrates that we're reliant as consumers in the
- 2 U.S. on U.S. egg producers to get our eggs. Over 99 percent
- 3 of the eggs we consume are domestically produced.
- 4 Q. Why don't you include imports of eggs in the relevant
- 5 geographic market?
- 6 A. Because you're looking for the impact of the market and
- 7 the question here, I need to talk about the hypothetical
- 8 monopolist test, if I may.
- 9 Q. You may.
- 10 A. So the formal way -- and the reason you use a formal way
- is it helps you understand what's going on when you do
- 12 relevant market analysis. The formal definition of a relevant
- 13 market is the set of products and the geographic area in which
- 14 a hypothetical monopolist, hypothetical monopolist that was
- 15 the present and future producer of the product could
- 16 profitably increase price by a small but significant
- 17 nontransitory amount.
- 18 So, in other words, take a set of products and a
- 19 geographic area. So if that market became monopolized
- 20 hypothetically, that new entity, the monopolist could
- 21 profitably jack up prices. That's the -- that's the
- 22 definition. And I conducted a SSNIP analysis and concluded
- 23 that the relevant geographic market was the United States and
- 24 the relevant product market is shell eggs and egg products, or
- 25 all eggs for human consumption, if you prefer.

- 1 Q. SSNIP analysis, we've got a new acronym. Please explain.
- 2 A. And it's spelled S-S-N-I-P, which is often misspelled in
- 3 transcripts. It's an analysis that typically, it's a
- 4 hypothetical question, okay? You're just really trying to
- 5 focus the economic question on the product of interest here.
- 6 We're talking about the conspiracy impacting the price of
- 7 eggs, we're talking about the conspiracy impacting the price
- 8 of automobiles. We've got to focus on where we're going to
- 9 start looking for competitive effects.
- 10 So you can define a relevant market. Even if there
- 11 are no anticompetitive effects, you can still define a
- 12 relevant market. So market definition is different than
- 13 competitive effects analysis, and in this particular case, a
- 14 number of factors indicate that the market, relevant market is
- in fact eggs for human consumption.
- Do you want me to explain those or do you want to
- 17 ask questions?
- 18 Q. Explain. Please explain.
- 19 A. Yeah, I apologize.
- 20 Q. That's all right.
- 21 A. First of all, when I looked at the documentary record,
- 22 there's lots of quotes I have in my report, statements by
- 23 executives of the companies, people in the industry saying an
- 24 egg is an egg is an egg. So it doesn't matter if it's a
- 25 jumbo, it's a large, it's a medium. An egg is an egg is an

- 1 egg.
- Other documents indicate that the egg market is just
- 3 one big pie divided up into different types of shell eggs and
- 4 egg products. Another document indicates that there are no
- 5 close -- essentially argues that there's no close substitutes
- 6 for eggs in terms of the amount of protein you get per dollar
- 7 spent, okay?
- 8 So as a matter of economics, if there are no close
- 9 substitutes for shell eggs for human consumption and the
- 10 elasticity of demand for eggs is minus .1 as the documents
- 11 indicate, then a hypothetical monopolist could profitably
- increase the price for shell eggs used for human consumption.
- 13 That doesn't mean that the producers successfully did that in
- 14 this case, but what it means is shell eggs and egg products
- 15 for human consumption is a relevant product market.
- 16 Q. In summary then, Professor Baye, did you find that eggs
- 17 are highly inelastic?
- 18 A. I did.
- 19 Q. And in summary, did you find the relevant market are eggs
- 20 in the United States?
- 21 A. I did.
- 22 Q. In connection with your analysis, did you -- did you
- 23 examine whether the price of eggs paid by each Plaintiff
- increased as a result of the reduced output of eggs in the
- 25 United States?

- 1 A. I did. And I've already shown them where that comes from
- 2 in the previous Exhibit 20, or whatever it was.
- 3 Q. Okay. In summary, how did you arrive at that conclusion?
- 4 A. I used the econometric model to estimate the conspiracy
- 5 on output. That's the reductions in output that came out of
- 6 the indicators that we described. I then used that in
- 7 conjunction with the elasticities of demand that I estimated
- 8 to precisely estimate how much the price of each and every
- 9 shell egg and egg product purchased by the Defendants would
- 10 increase as a result of that reduction in output.
- 11 Q. Did you conclude that each Plaintiff paid higher prices
- 12 to either Rose Acre or co-conspirators as a result of the
- 13 alleged unlawful conduct by Defendants in this case?
- 14 A. I did.
- 15 Q. Did you prepare a slide that helps to explain your
- 16 findings?
- 17 A. I did.
- 18 Q. All right. If we could go to -- I'm going to go first to
- 19 Slide 24. And, Professor Baye, you tell me if that's the
- 20 right slide.
- 21 A. Well, this shows the -- this doesn't formally show that
- 22 each and every Defendant paid higher prices for each and every
- 23 product.
- 24 Q. Right.
- 25 A. I'm sorry. Plaintiff for each and every product.

- 1 Q. All right. Let's start with Slide 25, if we might.
- 2 A. Okay.
- 3 Q. And I'm thinking that -- oops, got the wrong one here.
- 4 So let's start with Slide 24, which is in front of you.
- 5 A. Right.
- 6 Q. Let's do it that way and just keep this moving.
- 7 A. Yes.
- 8 Q. So what is reflected in Slide 24, please?
- 9 A. All I've done here is all those price increases that you
- 10 saw in that Table 20 that we talked about earlier, that are
- 11 based on that elasticity estimates and the output reductions,
- 12 I've just summarized what all those 68 different elasticities
- 13 are and the implied price increases for each one of those
- 14 during these periods. So, for example, let's just focus on
- 15 the backfilling ban, if that's okay, for purposes of
- 16 discussion.
- 17 Q. Sure.
- 18 A. So for shell eggs, across all different types of shell
- 19 eggs, whether they're brown, jumbos, medium, or whatever, the
- 20 price effects that I identified are between 13 percent as a
- 21 low and 26 percent as a high, higher as a result of the
- 22 backfilling ban. In terms of liquid eggs --
- 23 O. Please.
- 24 A. -- the price increases are between rounding 18 percent
- 25 and 52 percent. For frozen eggs -- I guess if you want to see

- 1 where I'm looking, for frozen eggs, prices -- the prices --
- 2 price increases ranged from 17 percent to 34 percent, and for
- 3 dried eggs they ranged from 16 percent to 31 percent. That's
- 4 just a way of summarizing all those many numbers that I've
- 5 calculated based on my econometric methodology.
- 6 Q. All right. And the convention being used in this case is
- 7 that liquid, frozen and dried eggs are referred to as egg
- 8 products.
- 9 Is that consistent with your understanding?
- 10 A. That's correct.
- 11 Q. All right. And then you have shell eggs up above,
- 12 correct?
- 13 A. That's correct.
- 14 Q. All right. Now, in measuring to determine whether each
- 15 Plaintiff paid higher prices for eggs that they bought from
- one or more co-conspirators, including Rose Acre, did you
- 17 account for -- did you account for grain-based contracts?
- 18 A. Yes.
- 19 Q. All right. What does that mean and how did you account
- 20 for it, if at all?
- 21 A. Yeah, so when you look at the data, all of these price
- 22 effects that I've estimated here are changes in the
- 23 Urner Barry prices, okay? And I indicated that 90 percent of
- 24 transactions are tied in some way to the Urner Barry price.
- 25 But --

- 1 Q. If I could stop you for a second and we go to Slide 26,
- 2 because this may be an aid, as you've described at this point
- 3 to the jury. I'm thinking it might help.
- 4 Kroger purchases of shell white from Rose Acre
- 5 Farms?
- 6 A. Yes. Let me get rid of this thing. That's a great --
- 7 that's a great slide. So what this slide shows you, the
- 8 red -- the red part there, I can't say high or low because
- 9 it's pretty much on top, but the red --
- MR. LEVINE: Your Honor.
- 11 THE WITNESS: -- price series.
- 12 THE COURT: Excuse me.
- MR. LEVINE: Dr. Baye can give his opinion, but he
- 14 cannot vouch for any of the underlying facts, and, therefore,
- 15 we would ask --
- 16 THE COURT: You're asking for the question to be
- 17 rephrased.
- 18 MR. LEVINE: To be rephrased and for -- Dr. Baye
- 19 cannot factually -- he cannot testify factually that --
- THE COURT: Well, we don't know whether he can or he
- 21 can't. I don't know whether he's looked at all the invoices.
- MR. LEVINE: Well, the demonstrative seems to
- 23 indicate --
- 24 THE COURT: Okay, so you've got a sort of an
- 25 objection.

- 1 MR. BLECHMAN: Let me rephrase, if I may,
- 2 Your Honor --
- 3 THE COURT: Go ahead.
- 4 MR. BLECHMAN: -- to keep this moving.
- 5 BY MR. BLECHMAN:
- 6 Q. Professor Baye, to what extent, if any, did you analyze
- 7 whether each Plaintiff paid more for eggs from one or more
- 8 co-conspirators, including Rose Acre, because of Defendants'
- 9 alleged conduct?
- 10 A. I examined the relationship between Urner Barry prices
- 11 and the relationship between those and the actual transactions
- 12 prices paid based on the data that was turned over, and I
- 13 produced a number of charts like this one that are in the
- 14 appendix to my report.
- 15 Q. By "actual transaction prices," I think you -- is the
- 16 language you used, whose actual transaction prices are you
- 17 talking about?
- 18 A. I'm talking about transactions prices based on Defendant
- 19 data and transactions prices based on Plaintiff data.
- 20 Q. All right. And what was done with that data, sir?
- 21 MR. LEVINE: Again, I would object to the extent
- 22 that he's acting as a fact witness. He can express his
- 23 opinion based on what he saw, but he cannot serve as a fact
- 24 witness.
- 25 THE COURT: Well, Professor Baye is here as an

- 1 expert witness to give opinions. That's why he's here.
- 2 Go ahead.
- 3 BY MR. BLECHMAN:
- 4 Q. Do you remember the question?
- 5 A. No, sir. No, sir.
- 6 Q. The truth is I don't either.
- 7 MR. BLECHMAN: So if we might have it read back.
- 8 (Record read as requested.)
- 9 THE WITNESS: So again, as I -- as I always do, I
- 10 start with just the raw data, what does the raw data look
- 11 like, just like I did with flock size and egg production.
- 12 This raw data here tracks the Urner Barry price of shell white
- 13 eggs -- shell white eggs and it compares it against -- and the
- 14 white eggs is the white, large, Midwest index, and it compares
- 15 that against the transactions data. And in this case, this is
- 16 the dark purple line, which means this is -- transactions
- 17 prices based on the Defendants' data, the data they turned
- 18 over in terms of discovery. And -- so that's the first thing
- 19 I did.
- 20 BY MR. BLECHMAN:
- 21 Q. All right. What did you do next?
- 22 A. So then I look at this data and I see that as the
- 23 documentary record suggested, the actual transactions prices
- 24 here tracked the Urner Barry index and, in fact, are pretty
- 25 much spot on for, you know, the period, you know, 2000, 2002,

- 1 2003 to 2012.
- 2 Q. What, if anything, did you do next in terms of the data?
- 3 A. Well, the next thing I did is I conducted regression
- 4 analysis to examine a separate regression analysis to examine
- 5 the relationship between transactions prices for 360
- 6 Plaintiff/Defendant co-conspirator combinations to determine
- 7 the extent to which individual Plaintiffs were paying
- 8 Urner Barry, or Urner Barry minus a discount, or possibly some
- 9 price that was completely unrelated to the Urner Barry index,
- 10 as would be the case with the grain-based contract that you
- 11 led with.
- 12 Q. So you're referring to Urner Barry index now. So let me
- 13 ask you this: What significance or relationship, if any, is
- 14 there between the Urner Barry price you're seeing and the
- 15 measurement of impact, if any, of alleged unlawful conduct on
- 16 the prices each Plaintiff paid for eggs bought from one or
- more of the co-conspirators, including Rose Acre?
- 18 A. Well, that's what this analysis is designed to do, is to
- 19 ensure that there's a link between what I've observed in Urner
- 20 Barry prices and what actual amounts were paid by the
- 21 Defendants.
- 22 Q. What is the significance of that link? Withdrawn.
- 23 What is the significance, if any, of that link?
- 24 A. Well, if I look at the data and a particular Plaintiff
- 25 purchased eggs on a fixed price contract that was unrelated to

- 1 the Urner Barry index, the price would just be a horizontal
- line here, and there would be no correlation between Urner
- 3 Barry price and the transactions price. And I would conclude,
- 4 based on that, that even though the Urner Barry price went up
- 5 significantly, for that transaction, the Plaintiff was not
- 6 injured, or if the Plaintiff was on a grain-based contract,
- 7 such that changes in the Urner Barry prices did not impact the
- 8 amount paid for eggs, then even though the Urner Barry prices
- 9 increased, I would say there's no relationship and there's
- 10 actually no harm to the Plaintiffs.
- 11 Q. Did you account for discounts, if any, that a given
- 12 Plaintiff received from a given co-conspirator, including Rose
- 13 Acre, in doing this analysis?
- 14 A. Exactly. That's exactly what the methodology is designed
- to do, is to take into account the possibility that they may
- 16 not be on top of each other like this. It might be discounts
- 17 on occasion or for different products or for different
- 18 Plaintiff/Defendant co-conspirator combinations.
- 19 Q. All right.
- MR. BLECHMAN: Your Honor, I see the time. I've got
- 21 a bit more, but not hours more. Do you want me to just keep
- 22 moving?
- 23 THE COURT: For -- if you have a bit -- a bit more.
- MR. BLECHMAN: Well, I would say I probably have
- 25 another 20 minutes. It may be less than that.

- 1 THE COURT: Well, let's go for less.
- MR. BLECHMAN: Okay. I don't want to keep going if
- 3 the Court wanted to stop. That's all.
- THE COURT: No. Trust me, if I wanted to stop, I'd
- 5 tell you.
- 6 MR. BLECHMAN: I do trust Your Honor. Thank you.
- 7 THE COURT: Is everybody okay here?
- 8 MR. BLECHMAN: Okay. Thank you, Your Honor.
- 9 BY MR. BLECHMAN:
- 10 Q. So the analysis that you've just described with Urner
- 11 Barry and measuring impact, the amount of overpayment, if any,
- 12 for a given Plaintiff from a given co-conspirator, did you do
- that analysis with respect to every Plaintiff?
- 14 A. That's correct.
- 15 O. Did you do that analysis with respect to every
- 16 Plaintiffs' purchases of eggs from each co-conspirator? And
- 17 I'm including Rose Acre in that definition.
- 18 A. I did.
- 19 Q. All right, and what did you find, sir?
- 20 A. Well, I've concluded that everyone together spent about
- 21 \$3.5 billion on eggs. The amount purchased by different
- 22 Plaintiff -- Plaintiffs differ across different
- 23 co-conspirators. So what I did is I just put together a table
- 24 for purposes of my testimony today on whether or not
- 25 individual Plaintiffs purchased individual -- purchased

- 1 quantities of eggs that would have been impacted by the -- by
- 2 the market price increases that I've observed and I put those
- 3 in a table.
- 4 MR. BLECHMAN: All right. If we could go to Slide
- 5 28, please.
- 6 BY MR. BLECHMAN:
- 7 Q. Professor Baye, is this the table to which you were
- 8 referring just now?
- 9 A. It is.
- 10 Q. This is titled Summary of Plaintiffs' Purchases From
- 11 co-conspirator (including Rose Acre). Tell the jury, please,
- 12 what is reflected in Slide 28, sir.
- 13 A. Well, across the top is Plaintiffs A&P, Albertsons,
- 14 Giant, and so forth. I won't read all those. And those were
- 15 given to me by counsel. They wanted me to put this table
- 16 together for purposes of today's conversation. And then below
- 17 them, what you have is individual co-conspirators or
- 18 Defendants that actually purchased -- I'm sorry, that actually
- 19 sold each of these individual retailers' products. So, for
- 20 example, for A&P, A&P bought product from Cal-Maine Foods,
- 21 Hillandale, ISE America, Sparboe Farms, and this is all during
- the period in which my econometric analysis is finding
- 23 statistically significant output reductions and price
- 24 increases. So I can say that A&P suffered injury from
- 25 Cal-Maine, Hillandale, ISE America and Sparboe Farms as a

- 1 result of the decline in output stemming from the alleged
- 2 conspiracy.
- 3 Q. Is it your opinion, Professor Lay -- listen to me, excuse
- $4 \quad \text{me.}$
- Is it your opinion, Professor Baye, that Albertsons
- 6 overpaid for eggs -- withdrawn.
- 7 Is it your opinion, sir, that as a result of the
- 8 Defendants' alleged unlawful conduct, that Albertsons was
- 9 overcharged for eggs that it purchased from each of the four
- 10 companies that are identified in each column?
- 11 A. Yes.
- 12 Q. Is it your opinion, sir, that Giant Eagle was overcharged
- 13 by each of the companies identified in its column as a result
- of the unlawful conduct alleged by Defendant -- alleged by
- 15 Plaintiffs in this case?
- 16 A. Yes.
- 17 Q. And then there's a reference to H.E. Butt and Hy-Vee, and
- 18 Kroger, and Publix, and Roundy's, and Safeway, SuperValu,
- 19 Walgreens, and Winn-Dixie, correct?
- 20 A. That's correct.
- 21 Q. Each of those are Plaintiffs here?
- 22 A. That's correct.
- 23 Q. And under each of these named Plaintiffs are listed
- 24 companies, correct?
- 25 A. That's correct.

- 1 O. So with regard to Hy-Vee, is it your finding, sir, that
- 2 Hy-Vee was overcharged for eggs that it purchased from
- 3 Hillandale, Michael Foods, Rose Acre, and Sparboe as a result
- 4 of the Defendants' alleged unlawful conduct?
- 5 A. Yes.
- 6 Q. Is it your opinion, sir, that Kroger was overcharged for
- 7 eggs that it bought from Cal-Maine, Michael Foods, Midwest
- 8 Poultry, Moark, National Food, Rose Acre, and R.W. Sauder as a
- 9 result of the Defendants' unlawful conduct alleged in this
- 10 case?
- 11 A. Yes.
- 12 Q. Is it your opinion, sir, that Publix was overcharged as a
- 13 result of the Defendants' unlawful conduct in this case by
- 14 Cal-Maine, Country Charm, and Michael Foods?
- 15 A. Yes.
- 16 Q. Is it your opinion, sir, that Roundy's was overcharged
- during the alleged conspiracy by Michael Foods as a result of
- 18 the Defendants' unlawful conduct alleged in this case?
- 19 A. Yes.
- 20 Q. Professor Baye, with regard to Safeway, is it your
- 21 opinion that as a result of the Defendants' unlawful conduct
- 22 in this case, Safeway was overcharged for eggs that it bought
- 23 from Cal-Maine, Hickman's Egg Ranch, Michael Foods, Moark, and
- 24 National Food Corporation?
- 25 A. Yes.

- 1 O. With regard to SuperValu -- and I'm just looking to make
- 2 a record here, sir -- is it your opinion, that SuperValu was
- 3 overcharged as a result of the Defendants' unlawful conduct in
- 4 this case based on eggs that it purchased from Cal-Maine,
- 5 Hickman's Egg, Hillandale, ISE America, Michael Foods, Moark,
- 6 National Food, Norco, Oakdell Egg, Rose Acre, R.W. Sauder,
- 7 Sparboe, Weaver, Wilcox, and Zephyr Egg?
- 8 A. Yes.
- 9 Q. And two more. With regard to Walgreens, is it your
- 10 opinion, sir, that Walgreens was overcharged by the Defendants
- and others as a result of the unlawful conduct alleged in this
- 12 case, for eggs that it bought from Cal-Maine, Hickman's Egg,
- 13 Hillandale, and R.W. Sauder?
- 14 A. Yes.
- 15 Q. And finally, with regard to Winn-Dixie, is it your
- 16 opinion, sir, that Winn-Dixie was overcharged for eggs that it
- 17 bought from Cal-Maine and Weaver Bros. as a result of the
- 18 alleged unlawful conduct by the Defendants and co-conspirators
- 19 in this case?
- 20 A. Yes.
- 21 Q. All right. And I'm told I missed H-E-B. So let's go
- 22 back to H-E-B. Apologies.
- 23 With regard to H-E-B, is it your opinion, sir, that
- 24 as a result of the Defendants' unlawful conduct alleged in
- 25 this case, H-E-B was overcharged for eggs that it bought from

- 1 Cal-Maine Foods?
- 2 A. Yes.
- 3 Q. With regard to the names that appear in this chart --
- 4 let's find out the source of those names.
- 5 MR. BLECHMAN: And to do that, I want to go, if we
- 6 could, to Slide 29, please.
- 7 BY MR. BLECHMAN:
- 8 Q. Can you -- do you have that in front of you? Here we go.
- 9 Professor Baye, do you have that?
- 10 A. I have it.
- 11 Q. Good. All right. This is a chart that reads:
- 12 Co-conspirators are assumed to include the following
- 13 producers.
- Do you see that?
- 15 A. I do.
- 16 Q. And it identifies there a number of companies who are
- 17 identified in that chart that we just saw, I'm just going to
- 18 read them for the benefit of the record, I apologize if we
- 19 take a moment. Cal-Maine, Country Charm, Hickman Egg,
- 20 Hillandale, ISE America, Michael Foods, Midwest Poultry,
- 21 Moark, National Food, Norco -- halfway there, Quality Egg,
- 22 Oakdell, Ohio Fresh, Rose Acre, R.W. Sauder, Sparboe, Tampa
- 23 Farms, Weaver Bros., Wilcox, and Zephyr Egg. Do you see that?
- 24 A. I see it.
- 25 Q. All right. Where did you get those names, Professor

- 1 Baye?
- 2 A. You told me to put this together based -- as a subset of
- 3 the information that was in my expert report and Exhibit 7.
- 4 Q. And by "you," do you mean counsel for Plaintiffs?
- 5 A. That's what I mean.
- 6 Q. Did you populate this chart with these names upon
- 7 instruction from counsel?
- 8 A. That's correct.
- 9 Q. All right.
- MR. BLECHMAN: If we could go to Slide 27, please.
- 11 BY MR. BLECHMAN:
- 12 Q. Slide 27 is titled SuperValu Purchases of Shell Egg
- 13 Medium White from Rose Acre Farms.
- 14 Do you have that?
- 15 A. I do.
- 16 Q. All right, tell us what this slide shows, please.
- 17 A. This is just another example of the relationship between
- 18 the Urner Barry index and the transaction prices of -- between
- 19 different Plaintiff and Defendant combinations that I
- 20 previously showed with respect to Rose Acre. They all look a
- 21 little bit different. And this one indicates -- demonstrates
- 22 that, you know, unlike Kroger, SuperValu is actually paying
- 23 Urner Barry less a discount.
- 24 Q. Okay. Now, if we could move forward to Slide 29, again,
- 25 and then I'm going to take us to an explanatory slide

- 1 thereafter.
- THE COURT: Sorry. Trying to bite me.
- 3 BY MR. BLECHMAN:
- 4 Q. All right. These are the co-conspirators in Slide 29,
- 5 correct?
- 6 A. That's correct.
- 7 Q. Okay. Now, did you do an analysis to assess the share of
- 8 flock size by a vendor?
- 9 A. I did. In my Exhibit 7 of my report, I believe it was.
- 10 Q. Okay. And let's take a look, then, at Slide 30, if we
- 11 could. And tell us what is reflected in Slide 30, please.
- 12 A. This is the cumulative flock size controlled by UEP
- 13 members and UEP Certified members, and I don't recall the date
- 14 explicitly. It should be indicated on the table. Is there a
- 15 date on the table?
- 16 Q. I can't read it, but we'll figure that out.
- 17 A. At some point in time -- and it shows that at this point
- in time, 83 percent of flocks were controlled by UEP Certified
- 19 companies.
- 20 Q. What is the significance, if any, to you, sir, in
- 21 connection with your economic work, to these numbers?
- 22 A. Well, the -- what's amazing to me as an economist is how
- 23 quickly the market tipped towards the UEP Certified Program.
- 24 And what this indicates is by this point in time -- oh, this
- 25 is 2004. I guess if I could read it I'd know what date it is.

- 1 2004.
- 2 It shows that by 2004 83.6 percent of flocks were
- 3 controlled by UEP Certified companies. And what that means is
- 4 that, very quickly, in my opinion, as a result of the 100%
- 5 rule and monitoring and other actions that the UEP implemented
- 6 along the way, it effectively hit a critical mass such that
- 7 after this date virtually everyone had little choice but to
- 8 join the UEP Certified Program.
- 9 Q. Did you take a look at the record in this case, to
- 10 evaluate whether the 83.6 percent, percentage, for example, is
- 11 consistent and supported by the facts?
- 12 A. Yes.
- 13 Q. All right. Let me show you Slide Number -- the next
- 14 slide, 31, I think. And tell us, what is Slide 31? Does that
- 15 help you explain this?
- 16 A. Yeah, it's just a report, a farm animal welfare report,
- 17 that -- the table that was put together that I showed you
- 18 earlier was put together by my staff at my direction based on
- 19 data in the record. This is an independent verification of
- 20 that number, which is -- which is pegging 85 percent of the
- 21 flocks is implementing the ACC Guidelines.
- 22 Q. All right. And is a document like this and other
- 23 documents that you reviewed, Professor Baye, consistent or
- 24 inconsistent with your economic findings?
- 25 A. It's consistent.

- 1 Q. Okay. As an economist, sir, what role, if any, does
- 2 enforcement play in the effectiveness of a conspiracy?
- 3 A. It's easy for a cartel to get together and jump up and
- 4 down and say, Hey, let's restrict output, raise price and get
- 5 rich; but once prices rise, each individual producer has an
- 6 incentive to cheat on that collusive agreement. So absent
- 7 some type of mechanism to enforce the collusive agreement, the
- 8 cartel is unlikely to be successful.
- 9 So in the case of a trade association, rules are
- 10 important, and then a mechanism to monitor and ensure that
- 11 members are complying with the program.
- 12 Q. In connection with the analysis, the economic analysis
- 13 you did in this case, did you find any mechanism or mechanisms
- 14 to enforce the alleged conspiracy?
- 15 A. Yes.
- 16 Q. What did you find?
- 17 A. There were audits -- there were audits, and monthly
- 18 compliance reports indicated, and the guidelines themselves.
- MR. BLECHMAN: If we could turn to Slide 32, please.
- 20 BY MR. BLECHMAN:
- 21 Q. Tell us what is shown in Slide 32, sir.
- 22 A. Well, this is just indication as early as 2003 the UEP
- 23 had imposed annual audits as part of their compliance
- 24 guidelines, and they also had to file monthly compliance
- 25 reports with the UEP. And as a matter of economics, this is

- 1 just a way of monitoring who's doing what in the industry, if
- 2 some people aren't complying, some people are complying, you
- 3 can point out those that are and aren't.
- 4 Q. As an enforcement mechanism and as an economist, what is
- 5 the significance of the audit or enforcement mechanism like
- 6 that to effectiveness of the conspiracy?
- 7 A. It makes the conspiracy more likely to be sustained or
- 8 maintained.
- 9 Q. All right. Let's turn to the subject of exports, if we
- 10 might cover that. Did you examine Plaintiffs' allegations
- 11 regarding coordinated export -- alleged coordinated exports in
- 12 this case?
- 13 A. Yes.
- 14 Q. What did you do in connection with that analysis, sir?
- 15 A. Well, I initially looked at the record with the intent of
- 16 attempting to incorporate that into an econometric model. But
- 17 my review of the evidence similar to my analysis of the -- of
- 18 the short-term measures indicated that these observations were
- 19 kind of one off short-term things randomly occurring over
- 20 time. And as a consequence I couldn't -- I couldn't formally
- 21 estimate those in an econometric framework because they're
- 22 more or less occurring at random points in time. But I was
- 23 able, in the case of exports, to actually quantify the impact
- 24 on price of the coordinated exports in a few instances.
- 25 Q. How did you measure the impact on price from exports?

- 1 A. I used the results from the elasticity of demand and made
- 2 a conservative assumption about what the elasticity of demand
- 3 was for the eggs that were exported.
- 4 Q. Did you prepare a slide to reflect the results of your
- 5 analysis?
- 6 A. I did.
- 7 MR. BLECHMAN: If we might turn to Slide 33, please.
- 8 BY MR. BLECHMAN:
- 9 Q. Professor Baye, in front of you is Slide 33, which is
- 10 titled Price Effects of the USEM Coordinated Exports, 2006
- 11 through 2008.
- 12 Do you see that?
- 13 A. I do.
- 14 Q. Would you please explain to the jury what is shown in
- 15 this slide?
- 16 A. Yeah. So these are documented cases of exports by the
- 17 USEM, and for each of these months and years, my staff
- 18 collected information on the size of the export, compared that
- 19 to the total U.S. egg consumption in that period to compute
- 20 how much the export of the products associated with the
- 21 coordinated exports impacted U.S. quantities.
- 22 So in this first instance, that October 6 reduced
- 23 output by minus .41 percent, and we know since the demand for
- 24 eggs is inelastic, a small reduction in output leads to a
- 25 larger increase in price, and in this case, the estimated

- 1 price increase is 2.57 based on the conservative methodology
- 2 of taking all of those estimated inverse elasticities that
- 3 I've estimated and using the one that gives the smallest price
- 4 response to the output reduction. And that gives us the
- 5 2.57 percent and you can see that each of these are
- 6 quantified.
- 7 So again, this illustrates that the coordinated
- 8 exports, the industry acting in concert had the effect of
- 9 eliminating eggs that would have otherwise been sold in the
- 10 U.S., and because the demand for eggs is highly inelastic, it
- 11 resulted in elevated prices for these months.
- 12 Q. All right. And you were referring, when you were
- 13 referring to the results, to the two right columns on the far
- 14 side of Slide 33?
- 15 A. The penultimate column, this one right here.
- 16 Q. So you're referring to the column Percent Decrease in
- 17 Domestic Sales Due to Coordinated Export. Correct?
- 18 A. Yeah. That's how many eggs the export took off the
- 19 market in percentage terms, and the final column tells us how
- 20 much prices went up as a result of that, using, again, a
- 21 conservative measure of the elasticity of demand.
- 22 Q. All right. And so for the month October 2006, you find
- 23 the percent decrease in domestic sales due to coordinated
- 24 exports at negative .41, percent, correct?
- 25 A. That's correct.

- 1 Q. And the percent increase, is that the percent increase in
- 2 price?
- 3 A. That's correct.
- 4 Q. Egg price?
- 5 A. In -- yeah, in egg prices as a result of that coordinated
- 6 import and I'm assuming that all of those eggs --
- 7 Q. You mean export?
- 8 A. Export.
- 9 Q. Okay.
- 10 A. And I'm assuming that all of those eggs had an elasticity
- of minus 6.1, which is the elasticity -- it's the smallest
- 12 price effect you could estimate off of the results that I
- 13 have.
- 14 Q. And for 2006, that effect was 2.57 percent, correct?
- 15 A. That's correct.
- 16 Q. January 2007, the decrease was 1.35 percent with a price
- increase effect of 8.69 percent, correct?
- 18 A. That's correct.
- 19 Q. For February 2007, the decrease was 1.48 percent with a
- 20 price increase effect of 9.53 percent, correct?
- 21 A. That's correct.
- 22 Q. April 2007, the decrease in the supply was .91 percent
- 23 with an increase in price of 5.72 percent, correct?
- 24 A. That's correct.
- 25 Q. October 2007, the decrease was .58 percent and an

- 1 increase in price of 3.61 percent, right?
- 2 A. That's correct.
- 3 Q. And again, just so we have a record here, June 2008, the
- 4 decrease in supply was .47 percent and the increase in egg
- 5 price was 2.91 percent; is that right?
- 6 A. That's correct.
- 7 Q. All right. I notice, Professor Baye, that in this Slide
- 8 33, the first month that you report is October of 2006.
- 9 Do you see that?
- 10 A. I do.
- 11 Q. All right. Why are you starting the reporting in October
- of 2006 and not earlier?
- 13 A. I sent my staff out to try to collect data that allowed
- 14 me to actually compute these effects. So while I can observe
- in the United Voices and other contemporaneous documents that
- 16 there were exports and they were coordinated and they were
- 17 often sold at a loss, I was unable to gather the information
- 18 needed to actually compute the effects.
- 19 Q. Okay. Let's talk about short-term measures for a moment
- 20 or two, or a minute or two, if we might. You testified
- 21 earlier about short-term measures as one of the three
- 22 anticompetitive actions that are part of Plaintiffs'
- 23 alleged -- allegations in this case, correct?
- 24 A. That's correct.
- 25 Q. All right. And are short-term measures included in the

- 1 measurement of impact of the Defendants' alleged
- 2 anticompetitive activity someplace in your model?
- 3 A. No, they're not.
- 4 Q. All right. Why is that?
- 5 A. Because my review of the record indicates that -- at
- 6 least in my opinion as an economist, that while the UEP was
- 7 certainly attempting to coordinate, coordinated flock
- 8 reductions and so forth, it -- in my view, those short-term
- 9 measures were unsuccessful and it's consistent with my view
- 10 that the conspiracy, you didn't just wake up one day and you
- 11 have a conspiracy to reduce output.
- 12 The documentary record in my report -- that's
- 13 summarized in my report, indicates that, you know, as far back
- 14 as the 1990s, there were communications in the industry
- indicating that to raise prices, we've got to reduce output.
- 16 This is commodity market. The firms' profits are -- they're
- 17 scrambling to make money and they're scrambling to find
- 18 mechanisms to jack up the price.
- 19 It's not unusual in highly competitive markets for
- 20 firms to suffer problems like that, and in the airline
- 21 industry is a classic example of an industry that has had, you
- 22 know, tough times over the years. Hopefully they don't get
- 23 together and try to act in concert to jack up prices, but the
- 24 temptation is always there when you're facing tough economic
- 25 times.

- 1 Q. Are you saying, in other words, that there's no sustained
- 2 measurable effect of the short-term measures on output or on
- 3 price?
- 4 A. That's correct.
- 5 Q. In short-term periods, are you saying that there's no
- 6 effect on either output or price because of short-term
- 7 measures?
- 8 A. What I'm saying is there's no measurable effect. I'm
- 9 trying to come up with scientific methodology to quantify
- 10 effects.
- 11 Q. I'm sorry. Please continue.
- 12 A. No.
- 13 Q. By saying "no measurable effects," are you saying that
- 14 there were, in fact, no effects?
- 15 A. No, I'm not saying that.
- 16 Q. Then please help us understand the difference between
- 17 saying there -- there are measurable effects but you're not
- 18 reporting any in your model?
- 19 A. Well, I wouldn't say that there are measurable effects
- 20 that I'm not reporting. I would just say I'm unable to
- 21 reliably measure effects to determine if there are measurable
- 22 effects or not. The documents suggest that there are effects.
- 23 But you can read documents as well as I can. I'm not in a
- 24 position to use my scientific knowledge to help you understand
- 25 that -- that information.

- 1 Q. All right. By the way, before you testified today, did
- 2 you meet with Plaintiffs' counsel?
- 3 A. I met with you yesterday, when my flight arrived around
- 4 noon.
- 5 Q. Okay. Last area I think I have for you has to do with
- 6 addressing some comments that have been offered by the
- 7 Defendants' economist, Dr. Walker, whom you referred to
- 8 earlier. Let me begin first, if I might, with covering the
- 9 subject of the estimated conspiracy effect based on a single
- 10 indicator for the entire period. That's a lot of eco speak.
- So I want to ask you first to please explain your
- 12 understanding of what is Dr. Walker's comment on this point
- 13 and tell us what is your response, please.
- 14 A. Yeah. So part of Dr. Walker's reply is to take an
- 15 econometric model that is essentially my model with my
- 16 controls and stick in one indicator, one conspiracy indicator
- 17 that is -- in one instance tied to language in the complaint
- 18 to the data, in another instance including one conspiracy
- 19 dummy starting in 2002, and to assume the conspiracy had the
- 20 same effect over all time. And based on that model, he
- 21 concludes that the alleged conspiracy resulted in more eggs.
- 22 That's his --
- 23 Q. What is your response to your understanding of his
- 24 comments?
- 25 A. In terms of the latter example that I gave you, one can

- 1 actually do an F-test to test his hypothesis that only one
- 2 indicator variable is appropriate, or you can include five to
- 3 adjust for each stage of the conspiracy, and I reject at the
- 4 99 percent level his model in favor of a model that has the
- 5 five conspiracy indicators.
- 6 Q. Would you explain in lay terms -- and not include a
- 7 reference to an F-test -- why you disagree with
- 8 Dr. Walker's comment on this point?
- 9 A. Because it's not based on -- it's not based on science,
- 10 and the prediction of his model is not tied to the academic --
- 11 I'm sorry -- to the record in the case. And it makes
- 12 nonsensical predictions.
- 13 Q. Why do you say it makes nonsensical predictions?
- 14 A. Don Bell predicted that a reduction in egg production is
- 15 going to result in ultimately a 26.4 reduction in flock size,
- 16 okay? His prediction is flock size goes up if you put birds
- in smaller cages.
- 18 Q. Another comment that Dr. Walker --
- 19 A. Bigger cages --
- 20 Q. Excuse me.
- 21 A. -- or fewer birds in a -- you know.
- 22 Q. Well, please finish.
- 23 A. Or fewer birds in a given-sized cage.
- 24 Q. Okay.
- 25 A. Sorry.

- 1 Q. A second of four points I'm going to be covering here,
- 2 Dr. Walker has had comments about running a regression based
- 3 only on the Urner Barry pricing, and you've addressed Urner
- 4 Barry pricing before.
- 5 Would you please explain to the jury your
- 6 understanding of Dr. Walker's comment and whether you agree or
- 7 disagree and why.
- 8 A. Yeah, I think the record clearly shows that the prices
- 9 that the customers pay are tied to Urner Barry indices, and
- 10 Urner Barry indices are indicative of the types of prices that
- one would want to look at if one's examining the impact of
- 12 conspiracy.
- 13 Q. Did you find any price effects from Dr. Walker's
- 14 analysis?
- 15 A. I actually looked at my analysis and came up with some
- 16 price analyses.
- 17 Q. What did you find?
- 18 A. I found that the actual prices that I predict based on my
- 19 econometric models are consistent with the underlying trends
- 20 that have existed in the data over a long period of times and,
- 21 in fact, the prices are, in fact, elevated relative to what
- they would have been but for the conspiracy.
- 23 Q. A third comment by Dr. Walker is the -- channeling the
- 24 Defendants' claim, that egg prices in the market were already
- 25 elevated at historically low levels in connection with that

- 1 historic and during the conspiracy period.
- Are you familiar with that comment by Dr. Walker?
- 3 A. I am.
- 4 Q. All right. And let me show you Slide 34, which is a
- 5 slide from -- actually from Dr. Walker.
- 6 Are you familiar with it?
- 7 A. I am.
- 8 Q. All right. And the jury, I think, has actually seen --
- 9 may have seen this slide earlier in opening. First, tell us
- 10 what your understanding is of Slide 34, and if you would,
- 11 please comment on whether you agree or disagree with
- 12 Dr. Walker's comment and why.
- 13 A. Yeah. So, again, this is just a graph of his measure of
- 14 the wholesale shell eggs price, and what he's done is he's
- 15 divided that by the cost of living index, a price index. And
- 16 when you look at the underlying data that he used to do that,
- 17 it actually distorts the pattern and prices. This pattern
- 18 right here, as an initial matter, is not helpful for
- 19 understanding whether the conspiracy impacted the prices paid
- 20 by actual Plaintiffs in this matter.
- 21 Secondly, and perhaps more importantly, as I tried
- 22 to illustrate throughout the analysis, you can't prove
- 23 something just by looking at a graph, okay? You have to
- 24 formally control for factors that might lead to these changes.
- 25 Dr. Walker's graph here provides no control, except this

- 1 control of dividing by a price index. That's not the
- 2 scientific way for examining whether the conspiracy impacted
- 3 the price of shell eggs.
- 4 Q. Did you prepare a slide to explain this point?
- 5 A. Yeah. I've got two slides, actually.
- 6 Q. All right. Slide 35, please. Tell us what is in Slide
- 7 35.
- 8 A. Yeah, so what Slide 35 is, and Slide 36, I'm going to
- 9 show you --
- 10 Q. Do you want them up together or one at a time?
- 11 A. No. One at a time is fine.
- 12 Q. Very well.
- 13 A. But I just want to point out that the products that I'm
- 14 showing you here are actual Urner Barry shell egg prices for
- white large eggs in the Midwest, 1990 to 2012. If you can go
- 16 to the next one also.
- 17 Q. Slide 36, please.
- 18 A. Yes. And Urner Barry shell white extra large Midwest.
- 19 What was the other one? I kind of --
- 20 Q. We have two of the same slide?
- 21 A. No, we haven't gone to 36 yet.
- 22 Q. Oh.
- 23 A. There we go. White extra large Midwest.
- 24 Q. There you go.
- 25 A. These two products -- and this is in my expert report.

- 1 These two products comprise about 63 percent of Rose
- 2 Acre's sales. These are important products, okay? And this
- 3 is just a very simple way to see what my model predicts about
- 4 the but-for world and the actual world relative to actual
- 5 transactions data. So if you go back to 35 now, if you don't
- 6 mind, what -- as I say these, and then you want to read it in
- 7 the record, but I'm just going to say this trend right here is
- 8 the trend that I predict based on my but-for analysis. I
- 9 predict, but for the conspiracy, prices would have followed
- 10 this pattern. Okay. So I've got you zeroed in on that. The
- 11 blue lines up to right here are actually the actual -- actual
- 12 prices, the actual price before the alleged conspiracy for
- this particular type of shell egg. The red lines are my
- 14 but-for prices. So notice between 2003 and 2005, prices
- 15 spiked way up. I hope you can see that. Prices spiked way
- 16 up. But my model indicates that those spikes have nothing to
- do with the alleged conspiracy. They're due to other changes
- 18 that I've controlled for, okay? And, in fact, that's true
- 19 until we get to about right here where we begin seeing a
- 20 departure from the actual prices, that's the blue ones on the
- 21 top, and my but-for prices.
- So contrary to Dr. Walker's approach, the prices
- 23 that I predict based on my econometric analysis closely follow
- 24 the trends that you observe in the industry. And the actual
- 25 prices are actually elevated relative to those but-for prices.

- 1 This is the scientific way for examining whether or not a
- 2 conspiracy impacted prices, not just plotting raw data
- 3 adjusted by an arbitrary price index.
- 4 Q. Did you do the kind of analysis reflected in, let's say,
- 5 Slide 35, with respect to each Plaintiff and each egg type
- 6 that it bought from Rose Acre and the other alleged
- 7 co-conspirators that were identified in an earlier chart?
- 8 A. I've got but-for prices similar to the ones I showed
- 9 before with the but-for, absolutely.
- 10 Q. All right.
- 11 A. And I just picked these because these are -- these are,
- 12 you know, big, big groups of products, from Rose
- 13 Acre's standpoint.
- 14 Q. Is your analysis with respect to Slide 36 the same --
- 15 withdrawn.
- 16 Is your explanation with regard to Slide 36 the same
- 17 as Slide 35?
- 18 A. It is.
- 19 Q. All right. Finally, Professor Baye, are you confident in
- 20 the results you reached and the opinions that you have
- 21 expressed to this jury today?
- 22 A. I am.
- 23 Q. Very well.
- MR. BLECHMAN: Your Honor, we pass the witness and
- on a break we'd like to just put in the record the

- demonstratives the witness has used. We're not offering them
- 2 into evidence.
- 3 THE COURT: Very well. We will -- thank you very
- 4 much.
- 5 We will take the lunch break now for, let's see,
- 6 it's 1 o'clock. How about if we resume at 2:15, folks, okay?
- 7 That will take into account for having you don and doff any
- 8 raincoats or boots or whatever. We'll get back here at 2:15
- 9 ready to resume for the rest of the afternoon. Again, same
- 10 rules apply that you know so well. See you in a bit. Enjoy
- 11 the lunchtime.
- 12 THE DEPUTY CLERK: All rise.
- 13 (Jury out.)
- 14 THE COURT: Okay. You enjoy lunch too.
- MR. BLECHMAN: Thank you, Your Honor.
- 16 (Luncheon recess taken.)
- 17 (After the luncheon recess:)
- 18 (Witness resumes the stand.)
- 19 THE DEPUTY CLERK: All rise.
- 20 THE COURT: Okay, everybody, please take your seats.
- 21 Are we ready to see if the folks are ready to rejoin us?
- MR. BLECHMAN: Yes, just two points. One is I just
- 23 wanted to put into the record a copy of the demonstrative
- 24 slides.
- 25 THE COURT: I just got a copy of them here.

- 1 MR. BLECHMAN: Yes, Your Honor.
- 2 And the second one is that I realized after, over
- 3 the lunch break, there's like one or two questions that I
- 4 forgot to ask.
- 5 THE COURT: Which?
- 6 MR. BLECHMAN: I'm going to say two, I mean,
- 7 genuinely, and if I might, with the Court's indulgence, I've
- 8 advised counsel, just ask those one or two questions.
- 9 THE COURT: I assume there's no problem with that.
- MR. LEVINE: No, although we're a little bit -- we
- 11 don't understand what it means to give a demonstrative on the
- 12 record. I mean, given to the Court, obviously no problem, but
- 13 any -- demonstratives are not part of the, quote/unquote,
- 14 record. They're just an aid to the witness.
- MR. BLECHMAN: It's not -- there's no suggestion
- 16 here.
- 17 THE COURT: They're not offering it to be admitted.
- 18 MR. BLECHMAN: Correct. Correct.
- 19 MR. LEVINE: Right.
- 20 THE COURT: Okay. No problem, yes, bring them back.
- MR. BLECHMAN: Thank you, Your Honor.
- THE COURT: You guys are very optimistic. You're
- 23 standing and you have no idea whether the troops are going to
- 24 be ready to rejoin us.
- I just told an entire class of third-year students

- 1 that they can come in and watch this when they were done with
- 2 their discussion with Judge Baylson. So if you see some eager
- 3 faces troop in the back, that's who they are. Either that or
- 4 they're just saying, yeah, not interested.
- 5 THE WITNESS: Didn't advertise me, I hope.
- 6 THE COURT: No, no. I was very careful not to do
- 7 that. You never know when somebody's an econ major.
- 8 THE DEPUTY CLERK: All rise.
- 9 (Jury in.)
- 10 THE COURT: All right, everybody can take their
- 11 seats. We are ready to resume.
- 12 And, Mr. Blechman, I understand you had a couple of
- 13 questions more.
- MR. BLECHMAN: Thank you, Your Honor.
- 15 BY MR. BLECHMAN:
- 16 Q. I realized there were one or two things I forgot to ask.
- 17 Professor Baye, if we could please pull up Slide 28.
- MR. BLECHMAN: Is that up?
- 19 THE JURY: Yes.
- 20 BY MR. BLECHMAN:
- 21 Q. Under Giant Eagle -- this is -- just to set the stage,
- this is a summary of Plaintiffs' purchases from
- 23 co-conspirators, including Rose Acre.
- Do you have that, Professor Baye? Slide 28?
- 25 A. Yes.

- 1 Q. Okay. Under the column for Giant Eagle, first -- the
- 2 first line there's a reference to ConAgra.
- 3 Do you see that?
- 4 A. Yeah, I do.
- 5 Q. Do you have an understanding of why ConAgra is listed
- 6 there?
- 7 A. Not really, other than it could be an assignment issue is
- 8 what I would -- what I would guess. ConAgra is not a
- 9 co-conspirator in this matter, but, as I recall, there's some
- 10 assignments.
- 11 Q. Very well.
- MR. BLECHMAN: Thank you, sir.
- 13 Thank you, Your Honor.
- 14 THE COURT: Okay, now your direct is completed,
- 15 Mr. Blechman?
- MR. BLECHMAN: Yes, Your Honor.
- 17 THE COURT: Does anybody wish to cross-examine?
- MR. LEVINE: Yes, Your Honor.
- 19 THE COURT: Go ahead.
- 20 CROSS-EXAMINATION
- 21 BY MR. LEVINE:
- 22 Q. Good afternoon, Dr. Baye.
- 23 A. Hi. How are you?
- 24 Q. I'm fine. My name is Jay Levine. I represent Rose Acre
- 25 Farms. I'm going to ask you a few questions in this matter.

- 1 I believe you testified earlier in response to your
- 2 counsel's questions that you were first engaged in this -- on
- 3 this project in around 2010?
- 4 A. Approximately.
- 5 Q. And from that time until now, how many hours have you
- 6 spent working on this project?
- 7 A. Many hours. Hundreds of hours.
- 8 Q. Okay. I believe at the time of your deposition, you had
- 9 testified you had spent about 600 hours at that time on doing
- 10 your report.
- 11 Do you remember that?
- 12 A. That wouldn't surprise me.
- 13 Q. And how many more hours have you spent since your
- 14 deposition on this project?
- 15 A. Okay, let me think. So my -- my report would have been
- prepared probably in 2014-ish, because it was filed in 2015.
- 17 The deposition would have covered all that. And my
- 18 recollection is there were two supplemental reports that I
- 19 filed in response to some legal matters that I was asked to
- 20 address. Those didn't take a whole lot of time. I can't
- 21 remember exactly how much time I spent on them, but it
- 22 wasn't -- it wasn't a lot of time on those.
- 23 Q. Okay, so in total, do you think you spent about 1,000
- 24 hours?
- 25 A. I think that would be high. It's probably closer --

- 1 probably closer to 6-, maybe 650, 7-, but it's a guess.
- 2 Q. Okay. And has your rate stayed the same, \$750 an hour
- 3 throughout this time period?
- 4 A. No, it hasn't.
- 5 Q. And what is your rate today?
- 6 A. \$1,200 an hour.
- 7 Q. Okay. And is that what you're billing NERA for your
- 8 time?
- 9 A. Not on this matter.
- 10 Q. Okay. And what are you billing on this matter?
- 11 A. \$750 an hour.
- 12 Q. So that has stayed the same?
- 13 A. That's right.
- 14 Q. And you have people at NERA working for you on this
- 15 project?
- 16 A. That's correct.
- 17 Q. And do you have an estimate of how much time they've
- 18 spent on this project?
- 19 A. I do not.
- 20 Q. Okay. And NERA bills the Plaintiffs directly, correct?
- 21 A. That's correct.
- 22 Q. And do you get any percentage of what NERA bills to the
- 23 Plaintiffs?
- 24 A. I get 10 percent of the billings from staff.
- 25 Q. Okay. And do you know what the average hourly rate for

- 1 the staff was?
- 2 A. I do not.
- 3 Q. Okay. Do you know how much money you've made on this
- 4 project?
- 5 A. I do not.
- 6 Q. Because you haven't looked?
- 7 A. Because I haven't -- I mean, it's been over ten years.
- 8 Over ten years I've probably made -- if you divide, you know,
- 9 say 500 hours divided by ten years, that's -- yeah, I'm not
- 10 real good at doing arithmetic in front of --
- 11 Q. No problem. Well, I'll move on.
- Now, I just want to be clear what you are and were
- 13 not giving an opinion on. You were not giving an opinion that
- 14 Rose Acre is actually liable in this matter, correct?
- 15 A. Yeah, I've made no determination that anyone violated the
- 16 law in any manner.
- 17 Q. And you've also made no determination that, in fact, a
- 18 conspiracy, a violation of the antitrust laws actually took
- 19 place, correct?
- 20 A. I have not offered an opinion on that, no.
- 21 Q. Now -- and you've -- and you've concluded that no --
- 22 no -- you have not concluded that any given producer is an
- 23 alleged co-conspirator in this case, correct?
- 24 A. Was there a double-negative in that?
- 25 Q. I didn't mean there to be.

- 1 A. If I heard it --
- 2 Q. Let me ask it again. You have not concluded, you have
- 3 not concluded or you're not offering an opinion that any given
- 4 producer is actually an alleged co-conspirator in this case,
- 5 correct?
- 6 A. Yeah, I'm not -- I'm not a fact witness. I'm not privy
- 7 to who might have signed what documents, who might have been
- 8 present in what meetings. I, you know, evaluated the record,
- 9 and saw, you know, saw records -- saw documentary -- I'll use
- 10 the term "evidence" with a small E, as an economist --
- 11 Q. Um-hum.
- 12 A. -- of individuals being at meetings and so forth, but I'm
- 13 not here to testify on people's presence at meetings or
- 14 anything like that. And therefore, I've got no idea, you
- 15 know, who is -- is responsible other than, you know, the
- 16 allegations in this case and the role that the UEP played as a
- 17 trade association.
- 18 Q. And you testified towards the end of your examination
- 19 about USEM exports, and I just want to sort of be clear. That
- 20 you've also called USEM exports short-term measures, correct?
- 21 A. That's correct.
- 22 Q. And that -- I think you've testified before that any
- 23 effect it would have had would have been very short-lived
- 24 about a month between, maybe, when they were announced and
- 25 when they were -- actually took place, correct?

- 1 A. Yeah, that's -- I mean, that's exactly what I've
- 2 estimated there is, that month, the price impact during that
- 3 month.
- 4 Q. Right.
- 5 A. And I think there was only a handful of those, yeah,
- 6 that's correct.
- 7 Q. Right. And that, in other words, the price would not
- 8 have been sustained any longer than that month was your
- 9 testimony, I believe?
- 10 A. Based on the ones that I was able to collect data and
- 11 actually examine the effect, that's correct.
- 12 Q. Okay. Now, you've testified that there were
- 13 communications and the like going back into the 1990s,
- 14 correct?
- 15 A. That's correct.
- 16 Q. Okay. Now, so -- and you are aware that there's an
- 17 allegation that the conspiracy started by at least May 15,
- 18 2000, correct?
- 19 A. I've seen a number of allegations and I've seen a number
- 20 of documents related to when communications began and so
- 21 forth.
- 22 Q. Okay. Well, are you aware that your counsel has
- 23 represented to the Court that the alleged conspiracy happened
- 24 by at least May 15, 2000?
- 25 A. Again, I haven't -- that's not implausible to me, but

- 1 again, it's a question of what, you know, of what you observe
- 2 in terms of communications. And I mean, I'm not a lawyer, I
- 3 don't know what's -- you know, from my perspective as an
- 4 economist at the FTC, when people in a trade association are
- 5 communicating about prices and output reductions and so forth,
- 6 regardless of whether they reach any kind of agreement in
- 7 violation of an antitrust law, as an economist, that raises
- 8 concerns. And therefore, I look at this from a standpoint of
- 9 an economist, not a question of when legal violation of the
- 10 law might have taken place. All I'm doing is examining the
- 11 record to see if it's consistent with coordinated activity,
- 12 and then to examine the impact of that. And that's all I've
- done.
- 14 Q. Okay. And your analysis is data-driven, correct?
- 15 A. It's -- well, it's data-driven but it's also
- 16 record-driven as well in terms of, you know, tying the data
- 17 analysis to events in the record with respect to when certain
- 18 restrictions were imposed, the communications regarding what
- 19 the intent of those restrictions were, the -- the evidence
- 20 that the events are driven by, you know, certain motives on
- 21 the part of the trade association. Those types of things.
- 22 Q. Okay, well, let me ask it a little bit more specifically.
- 23 You testified at length about a flock model, correct?
- 24 A. I testified about a flock model, right.
- 25 Q. And you also testified at length about an egg production

- 1 model, correct?
- 2 A. I did.
- 3 Q. Now, you designed that analysis to test the effects of
- 4 the Certified Program, correct?
- 5 A. Not entirely.
- 6 Q. Well, you designed that analysis to test the effects of
- 7 whether there was a reduction in flock size or egg production
- 8 post August 2002, correct?
- 9 A. That's correct.
- 10 Q. Okay. And that's because the first stage of the -- of
- 11 the phase-in of the Certified Program would have taken effect
- 12 at August of 2002, correct?
- 13 A. Based on my recollection and my review of the data,
- 14 that's the first thing I saw in the record that, you know,
- 15 short of communications and what I call -- what I think of as
- 16 cheerleading, where the industry is attempting to figure out a
- 17 way to raise prices.
- 18 O. You didn't start your analysis in the 1990s to determine
- 19 what effect any of the conduct in the 1990s had?
- 20 A. That's not correct.
- 21 Q. Okay. When -- when did you start your analysis in your
- 22 flock model? When did you design the model to test whether
- 23 there was an effect with respect to any conduct? What date?
- 24 What was the start of your --
- 25 A. So you're talking about the econometric analysis?

- 1 Q. Yes.
- 2 A. Based on my review of the record, the first date at which
- 3 the alleged conspiracy would have had a sustainable impact on
- 4 output began with the 2002 period that I discussed at length
- 5 this morning. That does not mean --
- 6 Q. I'm sorry, go ahead.
- 7 A. That does not mean that I did not observe in the record
- 8 short-term measures that, based on my experience as an
- 9 economist, would have likely impacted price. As I indicated
- 10 this morning, I wasn't -- I'm not in a position to utilize the
- 11 econometric methods --
- 12 Q. Okay.
- 13 A. -- to quantify those effects. And rather than speculate
- 14 about what those effects are, I chose to ignore those
- 15 potential effects and subsume them as part of the error
- 16 structure in my econometric model. And in so doing, I
- 17 ultimately -- and ignoring, for purposes of impact, the impact
- 18 of those short-term measures that preceded the 2002
- 19 implementation in my analysis.
- 20 Q. Okay. And just for edification, the Restriction 1 in
- 21 your model starts to determine effect as of what date, August
- 22 2002, correct?
- 23 A. That sounds right. I'd have to -- it's when the first
- 24 cage space restrictions would have been in effect.
- 25 Q. And that cage space was part of the UEP Certified

- 1 Program, correct?
- 2 A. Well, the Animal Care Certified Program as it was being
- 3 advertised at that time. Of course it changed in 2005 --
- 4 Q. Dr. Baye, just answer my question, we'll get out of here
- 5 a lot --
- 6 MR. BLECHMAN: Excuse me. If the witness would be
- 7 allowed to answer the question --
- 8 THE COURT: Well, are you done with your answer,
- 9 Professor Baye?
- 10 THE WITNESS: I was not quite, but I --
- 11 THE COURT: You said, That sounds right. It's when
- 12 the first cage space restrictions would have been in effect.
- 13 And the next part was, The Animal Care Program, as it was
- 14 being advertised in 2005.
- 15 THE WITNESS: Yes, Your Honor. He was referring to
- 16 it as the UEP Certified Program, and I was just pointing out
- 17 that at that point in time it was actually called the Animal
- 18 Care Certified Program, which, in my mind as an economist, is
- 19 materially different.
- 20 BY MR. LEVINE:
- 21 Q. Whatever it was called, that was the date in which you
- 22 started to test whether there was an effect on flock size or
- 23 egg production, correct?
- 24 A. With an econometric model, that's correct.
- 25 Q. Okay. Thank you.

- 1 Now, you've not seen any evidence that a customer
- 2 who wanted non-certified eggs was not able to get them; is
- 3 that correct?
- 4 A. I have not seen -- there's a double negative in there.
- 5 Q. Was there a double negative in there.
- 6 A. I'm just --
- 7 Q. You have not seen any evidence that a customer who
- 8 desired non-certified eggs was unable to get them; isn't that
- 9 correct?
- 10 A. Well, after the market --
- 11 Q. Is that correct?
- MR. BLECHMAN: Whoa, whoa, whoa.
- 13 BY MR. LEVINE:
- 14 Q. Yes or no?
- MR. BLECHMAN: Your Honor, if the witness could be
- 16 allowed to finish.
- 17 THE COURT: Well, try the question again.
- 18 MR. LEVINE: Okay.
- 19 THE COURT: I think there was a focus on the double
- 20 negative issue.
- MR. LEVINE: Okay.
- 22 THE COURT: So start again.
- 23 BY MR. LEVINE:
- 24 Q. It's simply a yes-or-no question. Have you seen any
- 25 evidence that there was a customer who wanted non-certified

- 1 eggs but was not able to get them?
- 2 A. I can't recall any.
- 3 Q. Thank you.
- 4 MR. LEVINE: We have a demonstrative.
- 5 Can I publish to the jury, Your Honor?
- 6 THE COURT: You can -- you can show it.
- 7 BY MR. LEVINE:
- 8 Q. Let me see if I can turn this.
- 9 Okay, Dr. Baye, you also talked about your various
- 10 results in your main specifications, correct?
- 11 A. That's correct.
- 12 Q. Okay. And all we've done here is charted your
- 13 Restrictions 1, 2, 3, 4 and 5, that relate to the periods in
- 14 which you had various variables that related to the cage space
- 15 restrictions and the phase-in in the Certified Program,
- 16 correct?
- 17 A. That's correct. I mean, it looks correct.
- 18 Q. And I think you've already testified that from your egg
- 19 production model, in Periods 1 and 2, you did not find any
- 20 statistically significant effect, correct?
- 21 A. Not at the 99 percent level, that's correct.
- 22 Q. But you did in Periods 3, 4 and 5, correct?
- 23 A. That's correct. And also in other models.
- Q. Okay. I'm sticking now with your main specification.
- Now, you did no analysis of what cage space any individual

- 1 producer actually provided, correct?
- 2 A. That's correct. I looked at the aggregate effect on the
- 3 market.
- 4 Q. Right. But you didn't look at what any individual
- 5 producer, what cage density standards they were using either
- 6 prior to the Certified Program or post the Certified Program,
- 7 correct?
- 8 A. That's correct, because it wouldn't have been relevant.
- 9 Q. It didn't matter to you?
- 10 A. It wouldn't matter for answering the antitrust question
- 11 in this case.
- 12 Q. Right. It was -- according to you, all you cared about
- is the aggregate, not about what any given producer did?
- 14 A. Correct. Because this is an allegation about a trade
- association conspiring with members of the trade association
- 16 to restrict output. So the question is not whether any
- 17 individual might have expanded output or cheated or whatever
- 18 on that -- that's not evidence that's relevant for determining
- 19 the marketwide impact.
- 20 Q. And you have no idea whether the but-for flock size of
- 21 any given producer would have been higher or lower because you
- 22 did no such analysis, correct?
- 23 A. All I know is the total -- you're correct. All I know is
- 24 the total flock size is lower.
- 25 Q. And you don't know whether, and you certainly don't

- 1 report whether anyone who is part of the alleged conspiracy
- 2 was required by any other customers to conduct audits in terms
- 3 of what cage space standards they were employing, correct?
- 4 A. Just no -- no.
- 5 Q. Okay. And based on your econometric analysis, the cage
- 6 space restrictions by themselves did not have an effect on egg
- 7 production, correct?
- 8 A. Yeah, I don't know that I would agree with that.
- 9 Q. Okay.
- MR. LEVINE: Your Honor, may I approach?
- THE COURT: Yes, you may.
- 12 BY MR. LEVINE:
- 13 O. Dr. Baye, do you remember having your deposition taken?
- 14 A. I remember you deposing me, yes, sir.
- 15 Q. I'm going to take that as a yes.
- 16 A. Yes. Yes.
- 17 Q. And do you remember that -- I believe it was sometime in
- 18 May of 2015?
- 19 A. I'll take your word for that one.
- 20 Q. It was just a couple of weeks before my son's wedding, so
- 21 it was memorable.
- 22 And if you turn to -- and did you give truthful
- 23 testimony on that day?
- 24 A. To the best of my knowledge, I attempted to.
- 25 Q. Okay. Now, if you turn to page 289, I believe it's in

- 1 Volume 1 of your deposition. Let me know when you're there.
- 2 A. Okay.
- 3 Q. And I asked you at that time: And is it your opinion
- 4 that cage space restrictions by themselves have no effect
- 5 because of the statistically -- I think it should be
- 6 insignificant coefficients in Restrictions 1 and 2?
- 7 Do you see that?
- 8 A. I do see that.
- 9 Q. And you answered: It's consistent with them having no
- 10 effect. Correct?
- 11 A. That's correct.
- 12 Q. And you went and I asked you -- you were very careful
- 13 there. I asked: Is it your opinion?
- 14 And you said: It's consistent with.
- 15 Are you venturing an opinion as to whether cage
- 16 space restrictions by themselves with no other restrictions
- 17 included?
- 18 And you said it is.
- And I asked you to let me finish the question,
- 20 sorry, and then have an effect on flock size or egg
- 21 production.
- 22 And you answered: Are you asking in the guidelines
- 23 or are you just asking generally? If you foresaw -- if you
- 24 take all the existing chickens and reduce the number by
- 25 creating bigger and bigger cages, if you do that, clearly

- 1 you're going to have fewer -- fewer hens, you're going to have
- 2 fewer eggs. That's not what I'm -- that's not what I'm
- 3 referring to when I make the statement. When I'm making the
- 4 statement, I'm saying if the UEP then imposed cage size
- 5 restrictions by themselves without any of the other measures
- 6 that they adopted, um-hum, it's my opinion, that it would have
- 7 no effect on output.
- 8 Did I read that correctly?
- 9 A. That's correct.
- 10 Q. Okay. Thank you. Now --
- 11 A. Is that the --
- 12 Q. You mentioned -- you mentioned that you had -- you
- 13 mentioned Don Bell a couple of times, and the like.
- 14 Are you aware of what the industry average was in
- 15 terms of cage density prior to the Certified Program?
- 16 A. I don't remember sitting here, no.
- 17 Q. Do you remember hearing the standards like 48 inches?
- 18 A. I remember reading a lot of numbers about a lot of
- 19 different specifications. I don't remember.
- 20 Q. You read all the trial transcripts, right?
- 21 A. I reviewed the trial transcripts, that's correct.
- 22 Q. Okay. And do you remember testimony about 48 inches
- 23 being the prevailing standard prior to the Certified Program?
- 24 A. I don't recall that.
- 25 Q. Do you recall the United Voices where Don Bell said that

- 1 the industry was even lower than 48 inches?
- 2 A. I don't recall that right now. I don't remember it
- 3 anyway.
- 4 Q. Now -- and the largest jump in terms of cage space would
- 5 have been both percentage-wise in terms of inches, from 48, if
- 6 that was the prevailing standard, to the first standard which
- 7 is 56, correct? Every subsequent jump is much smaller,
- 8 correct?
- 9 A. That -- yeah, I don't know -- I don't know. I know that
- 10 the actual restrictions get progressively more stringent.
- 11 Q. Well --
- 12 A. The first restriction is -- yeah, I don't know that I
- 13 agree with that.
- 14 Q. Well, if, in fact, the prevailing standard was 48 inches,
- 15 then, in fact, the 8-inch jump from before the Certified
- 16 Program to the first phase would have been the biggest jump in
- 17 all of the phases, correct?
- 18 A. You mean starting from an initial status quo that wasn't
- imposed by the UEP to that one?
- 20 Q. Yes. Yes.
- 21 A. If your hypothetical is correct, then that would be
- 22 correct.
- 23 Q. Okay. Well, the jury has heard what the jury has heard.
- 24 Okay. So -- and you understand that the cage space
- 25 restrictions started in August of 2002, correct? That was the

- 1 first implementation of the cage space restriction?
- 2 A. Restriction. Restriction. What is?
- 3 Q. That was the first phase, in which there was a mandated
- 4 space per hen pursuant to this quideline.
- 5 A. And what I heard -- you're getting a little bit confused
- 6 here because I think you're talking about a phase before
- 7 Restriction Period 1, and if I heard you correctly, you're
- 8 asserting that going from no UEP Program to Restriction 1 had
- 9 the biggest impact on cage size.
- 10 Q. Dr. Baye, I'm asking a different question.
- 11 A. Then I don't -- I'm confused.
- 12 THE COURT: Start again then.
- 13 BY MR. LEVINE:
- 14 Q. In August of 2002, that was the first time that there was
- 15 a cage space mandate under the guidelines, correct?
- 16 A. Okay. Yes.
- 17 Q. Okay. So in 2002, the UEP Guidelines start mandating
- 18 what cage density producers who were on the Certified Program
- 19 must use, correct?
- 20 A. That's correct, on the Animal Care Certified Program.
- 21 Q. Thank you.
- Now, isn't it true you've also testified that the
- 23 100% rule by itself would also, in conjunction with the cage
- 24 space restrictions, not have an effect on egg production?
- 25 A. Yeah, I think that's a mischaracterization of my opinion

- 1 on that.
- 2 Q. Okay, Dr. Baye, can you turn to page 114 of your
- 3 deposition? And if you can go to the very top, do you see I
- 4 asked you: So only Restriction 1 analyzes the effect of the
- 5 100% rule in cage space restrictions apart from any other
- 6 restrictions alleged in this case?
- 7 And you answered: That is the restriction that
- 8 allows you to identify the effect of the 100% rule.
- 9 Did I read that correctly?
- 10 A. Well, I think -- I think if you go back --
- 11 Q. Did I read that correctly, Dr. Baye?
- 12 A. You read that correctly.
- 13 Q. Thank you.
- MR. BLECHMAN: Your Honor, if the witness could be
- 15 allowed to answer the questions.
- 16 THE COURT: Well, the question was: Was it read
- 17 correctly?
- 18 MR. BLECHMAN: Immediately before that, he
- 19 started --
- THE COURT: I know, I understand, but then you get
- 21 to go back and redirect if you want to clarify.
- MR. BLECHMAN: That's fine.
- 23 BY MR. LEVINE:
- Q. And, in fact, it was your testimony that the 100% rule
- 25 would be unlikely to have reduced production, correct?

- 1 A. Yes or no?
- 2 Q. It's a yes or no.
- 3 A. Repeat the question, please.
- 4 Q. Right. It is your testimony or your prior testimony that
- 5 the 100% rule by itself would be unlikely to have reduced
- 6 production?
- 7 A. I can't answer that question yes or no.
- 8 Q. Can I ask you to turn to page 293 of your deposition?
- 9 A. I'm sorry, 293?
- 10 Q. Yes, please.
- And I'll direct you to line 4 of your deposition.
- 12 And I asked you: And you don't separately analyze any of them
- 13 putting aside your backfilling ban specification?
- And you answered: Well, except that, you know, like
- 15 I said, the 100% rule is already in effect for Restrictions 1
- 16 and 2. So I've identified that the 100% rule by itself would
- 17 be unlikely to have reduced the production. So that means
- 18 that it's -- it's the other stuff that would have led to
- 19 reduce production.
- 20 Did I read that correctly?
- 21 A. You read that correctly.
- 22 Q. Thank you.
- Now, you talked about monthly reporting and
- 24 compliance with your counsel, correct? You mentioned that the
- 25 UEP required monthly compliance reports to be submitted by the

- 1 various producers who were on the Certified Program, correct?
- 2 A. That's correct.
- 3 Q. And do you remember when those -- when that requirement
- 4 went into effect?
- 5 A. I don't remember right at this point. I know that there
- 6 were a lot of -- there were a lot of meetings and so forth,
- 7 and so I don't know exactly, sitting here.
- 8 Q. Okay.
- 9 A. I don't remember.
- 10 Q. Are you aware that in the 2003 UEP Guidelines -- excuse
- 11 me -- they required producers who were certified to submit
- 12 monthly compliance reports?
- 13 A. I remember those -- I remember the compliance reports
- 14 evolving. I don't remember -- it's been a while since I
- 15 reviewed all the underlying records, but I know that it
- 16 evolved throughout that period.
- 17 Q. Okay. If -- and here I'll just ask you to turn to
- 18 page -- paragraph 124 of your report. And I'm just going to
- 19 focus you on what I believe is the third sentence of that
- 20 paragraph. The sentence starts towards the end on the right
- 21 side, this section, referring to the 2003 edition of the
- 22 guidelines. Made explicit that the rule that every certified
- 23 company must implement the quidelines on 100 percent of the
- 24 company's production facility, the 100% rule, and submit a
- 25 monthly compliance report to the UEP.

- 1 Do you see that?
- 2 A. I see that.
- 3 Q. Does that refresh your recollection that in 2003, UEP was
- 4 requiring producers to submit a monthly compliance report?
- 5 A. I do see that.
- 6 Q. Thank you.
- 7 So -- now, I believe you've already acknowledged
- 8 that there's nothing in the guidelines themselves. Just
- 9 talking about the guidelines, that prohibits expansion,
- 10 correct?
- 11 A. That's correct.
- 12 Q. So in 2002, we have the cage space requirements. In
- 13 2003, we have the 100% rule, we have the monthly compliance
- 14 reports, and you also talked, I believe, about audits with
- 15 Mr. Blechman; is that correct?
- 16 A. That's correct.
- 17 Q. And the UEP Certified Program, in fact, required a
- 18 producer to be audited, correct, yearly?
- 19 A. Annual audit, that's correct.
- 20 Q. Annual audit. And do you know that, in fact, those
- 21 audits, that requirement was introduced in the 2003
- 22 guidelines?
- 23 A. I -- again, I don't remember the timing of all these
- 24 details, but, if you say it is.
- 25 Q. Well, if -- I believe these are already in evidence.

- 1 MR. LEVINE: If -- if you can bring up D-175.
- 2 BY MR. LEVINE:
- 3 Q. You can look on your -- on your screen, and if you could
- 4 turn to page 14, 175-14. And I believe these are actually the
- 5 2002 quidelines.
- 6 MR. LEVINE: And if you can blow up the audit
- 7 section.
- 8 BY MR. LEVINE:
- 9 Q. And do you see there that there is an audit requirement
- 10 in the 2002 guidelines?
- 11 A. I see that.
- 12 Q. Okay. Thank you.
- 13 So if we can go back to the demonstrative. So,
- 14 again, so now in 2002, the Certified Program starts -- has the
- 15 cage space requirements, has the audits, and in 2003, we have
- 16 the 100% rule and we have the monthly reporting requirement.
- 17 And you talked about backfilling a little bit, correct?
- 18 A. That's correct.
- 19 Q. And backfilling started, do you remember when?
- 20 A. 2005-ish, something like that.
- 21 Q. Would you take my representation it was February 1st,
- 22 2005?
- 23 A. I'll take your representation.
- Q. And I believe that's -- that is, in fact, when you did
- your analysis for the backfilling ban specifications as well?

- 1 A. Sounds right.
- 2 Q. Okay. Thank you.
- Now, the backfilling ban forbade producers from
- 4 replacing hens that were subject to mortality, correct?
- 5 A. That's my understanding.
- 6 Q. Okay. Now, I believe you've previously testified, you
- 7 don't know whether there are any extra costs associated with
- 8 backfilling, correct?
- 9 A. I don't specifically, no.
- 10 Q. And you've never identified whether any alleged
- 11 co-conspirator actually engaged in backfilling prior to
- 12 February 2005? In your report, you don't report any producer
- 13 actually engaged in backfilling prior to February 2005,
- 14 correct?
- 15 A. I -- I do report that the United Voices is talking about
- 16 that being a problem, but it doesn't identify the specific
- individuals that might have done that.
- 18 O. And you yourself don't know -- did no analysis to
- 19 identify whether any given producer was actually backfilling
- 20 prior to February 2005, correct?
- 21 A. That's correct.
- 22 Q. And you don't know whether non-certified producers
- 23 backfilled as well, correct?
- 24 A. I -- basically -- I mean, did or didn't?
- 25 Q. Yes. You don't know whether any non-certified producer

- backfilled, correct?
- 2 A. Any specific one?
- 3 Q. Yes.
- 4 A. Yes, that's correct.
- 5 Q. And you don't know whether any specific -- any specific
- 6 certified producer backfilled prior to February 2005, correct?
- 7 A. That's correct.
- 8 Q. And -- and for those egg producers who might have
- 9 backfilled prior to February 2005, you don't know how many
- 10 hens they may have backfilled, correct?
- 11 A. Don't know. All I observed is the effect on the entire
- 12 market.
- 13 Q. I understand. But you don't know how many hens a given
- 14 producer may have backfilled prior to February of 2005?
- 15 A. That's correct. An implication of what I've already
- 16 answered.
- 17 Q. And for -- and for those egg producers that did backfill
- 18 prior to February 2005, if there were, you don't know how
- 19 many -- how many hens they backfilled or how many eggs were
- 20 produced by those backfilled hens in any year, correct?
- 21 A. At the individual level or the --
- 22 Q. Yes, at the individual level.
- 23 A. At the individual level, the answer to that question is
- 24 no.
- 25 Q. And you've seen testimony that some -- at least some

- 1 producers never backfilled, correct?
- 2 A. It wouldn't surprise me that that might be the case. I
- 3 don't have any specific information one way or the other that
- 4 I recall.
- 5 Q. And you don't know the reasons why producers may have --
- 6 may or may not have chosen to backfill prior to February 2005,
- 7 correct?
- 8 A. As an economist, I have a good understanding of why they
- 9 might have backfilled.
- 10 Q. Okay. Professor Baye, may I direct your attention to
- 11 page 101 of your deposition.
- 12 A. Okay.
- 13 Q. Line 5. You were asked: Prior to February 2005, do you
- 14 know why producers might have chosen to backfill?
- And you answer: I don't know that they did or did
- 16 not backfill. It's not part of my assumption. So again, I
- don't have any reason to know why -- or why they may have or
- 18 have not.
- Is that correct, did I read that correctly?
- 20 A. That's exactly what I said and that's why I --
- 21 Q. Thank you.
- 22 MR. BLECHMAN: Wait. Wait. Your Honor.
- THE COURT: Finish your answer.
- MR. BLECHMAN: Thank you.
- THE WITNESS: I'm finished.

- 1 BY MR. LEVINE:
- 2 Q. Are you familiar with --
- 3 THE COURT: Yes, you can finish your answer.
- 4 THE WITNESS: Yes. The record -- the United Voices
- 5 indicates people are doing that because prices are high,
- 6 because the guidelines are working, and people are eroding the
- 7 -- eroding the price gains by backfilling. That's what the
- 8 record says.
- 9 As an economist, that's exactly what economic theory
- 10 predicts is a problem with the cartel. Prices rise, people
- 11 cheat, people expand, people engage in activities that are
- designed to capitalize unilaterally on those higher prices and
- 13 that's when we observe additional restrictions being imposed
- 14 by the UEP, as I see it as an economist, to restrict that
- 15 practice.
- 16 BY MR. LEVINE:
- 17 Q. Dr. Baye, you did a lot of econometric work and the like,
- 18 and a lot of investigation, but you did not investigate how
- 19 prevalent the practice of backfilling was or actually how many
- 20 eggs were produced by any backfilled hens prior to
- 21 February 2005; is that correct?
- 22 A. Yes. That's absolutely correct.
- 23 Q. And are you aware of a person by the name of Joy Mench?
- 24 A. It doesn't ring a bell.
- 25 Q. Have you been reading the daily transcripts?

- 1 A. I have -- I'm not good with names and dates.
- 2 Q. Have you -- did you read the trial transcript of
- 3 Dr. Armstrong?
- 4 A. Yes.
- 5 Q. And did you -- did you read who he identified as being
- 6 part of the Scientific Advisory Committee?
- 7 A. I -- I read his -- I read his transcript.
- 8 Q. Okay, and are you aware that Dr. Mench was on both the
- 9 UEP Scientific Advisory Committee and on the FMI Advisory
- 10 Council?
- 11 A. Again, I don't pay attention to names and -- and --
- 12 Q. And, Dr. Baye, do you also recall that Dr. Mench was
- 13 against the practice of backfilling?
- 14 A. Not him specifically, no.
- 15 Q. Now, you talked about sort of the data you used in order
- 16 to conduct your econometric analysis, correct? I believe you
- 17 said it came from the USDA?
- 18 A. Well, the flock size data --
- 19 Q. Yes.
- 20 A. -- and the egg production data came from the USDA, that's
- 21 correct.
- 22 Q. Right. I'm not talking about the elasticity.
- 23 A. Or the Urner Barry prices, for example, or the
- 24 transactions data that I utilized.
- 25 Q. So -- and the USDA production data -- I'm going to stick

- 1 with your production model -- that includes pretty much all of
- 2 the producers in the country, correct?
- 3 A. It includes the -- well -- it includes the production of
- 4 all eggs for human consumption. So it wouldn't include, for
- 5 example, vaccines that are made from fertilized eggs, that
- 6 type of thing, but it would be all eggs for human consumption.
- 7 Q. Okay. So that would include commodity shell eggs, which
- 8 is what we're talking about predominantly here. It would also
- 9 include cage-free eggs?
- 10 A. That's correct, specialty eggs.
- 11 Q. And organic eggs?
- 12 A. That's correct.
- 13 Q. And Omega-3 eggs?
- 14 A. That's correct.
- 15 Q. And eggs that were destined for export, whether USEM or
- 16 otherwise, eggs that were destined for export, they would be
- in your production model, correct?
- 18 A. That's correct.
- 19 Q. Okay. As well as eggs that go into egg products,
- 20 correct?
- 21 A. That's correct.
- 22 Q. And, again, in terms of your econometric but-for analysis
- 23 on egg production, I just -- you did it on the USDA data. You
- 24 did not confine -- you never conducted analysis just for the
- 25 20 alleged co-conspirators in this case, as to whether their

- 1 egg production changed as a result of these -- of the
- 2 Certified Program?
- 3 A. Because -- no, because it's not relevant for answering
- 4 the antitrust question at issue here.
- 5 Q. Okay. Now -- now, you understand that there are only 20
- 6 alleged co-conspirators in this case, correct?
- 7 A. I don't -- I don't understand that. I don't
- 8 understand -- I -- I think I told you this in the deposition,
- 9 I don't know the difference between a Defendant, a
- 10 co-conspirator. That's just all legal stuff.
- 11 From my perspective, members of the UEP participated
- 12 in -- so --
- 13 Q. I understand. And your counsel told you to consider and
- 14 to call these co-conspirators, these companies?
- 15 A. That's correct.
- 16 Q. And you don't have an understanding as to why your
- 17 counsel chose these 20?
- 18 A. I was not told.
- 19 Q. But do these look like the 20 that you were told?
- 20 A. I mean, I recognize some of the characters here.
- 21 Q. Well, if you think I'm wrong, let me know.
- 22 A. No, no, I just, you know, I'm not good with names.
- 23 Q. Understood. Now, in your report, originally, you had
- 24 testified that the alleged conspiracy group had about
- 25 54.1 percent of the -- of the flocks in the U.S., but earlier,

- 1 you testified just for a more narrow group, these 20, and you
- 2 testified, I believe, that they had about 42.8 percent?
- 3 A. My recollection is I described the total certified
- 4 production that was controlled by the UEP Certified Program
- 5 and that was on the order of 85 percent, and then I put
- 6 together an exhibit that showed that these particular members
- of the UEP together comprised on the order of 40, 42 percent,
- 8 whatever it was.
- 9 Q. For reasons that I'm not sure, we got a different number
- 10 than you, not materially, I think our number came to
- 11 40.3 percent, but whether it's 40 or 42 percent, that's the --
- 12 that's the market share, if you will, of these 20 companies,
- 13 at least in 2004, pursuant to Exhibit 7 of your report,
- 14 correct?
- 15 A. It's the share of -- I believe this is flock size; is
- 16 that correct --
- 17 Q. Flock size.
- 18 A. -- that you're looking at?
- 19 Q. Yes. Okay. Now -- and you -- I think you had just said
- 20 that you think that the UEP Certified producers represented
- 21 about 85 or so percent of the nation's flock size in 2004,
- 22 correct?
- 23 A. 2004, 2005. I know by 2008, it was like the entire
- 24 cage-free industry was -- was UEP Certified. About 95 percent
- 25 at that point.

- 1 Q. And just --
- 2 A. Times -- I'm bad with dates, but time does matter in
- 3 terms of when you're doing the shares.
- 4 Q. I understand. But let's just stick with what your
- 5 exhibit had and we had.
- 6 A. Okay.
- 7 Q. So if there was -- if -- let me get this out correct.
- 8 If UEP Certified producers had about 85 percent of
- 9 the nation's flock and the alleged co-conspirators had about
- 10 40 to 42 percent of the nation's flock, that means there are
- 11 about 40 or so percent of the nation's flock are held by
- 12 people who are certified but are not part of the alleged
- 13 co-conspiracy, correct? 85 minus 40 equals 45. Or 85 minus
- 14 42 -- using your numbers -- is about 43.
- 15 A. I wouldn't agree you're not part of the conspiracy.
- 16 Again, from my perspective, the conspiracy includes the Trade
- 17 Association and anyone that was a party to it. I don't know
- 18 from a legal -- from a legal perspective how you go about
- 19 characterizing which of those people are relevant for which
- 20 particular antitrust matter you go, and I'm -- I've been
- 21 around long enough to know that that's not something that an
- 22 economist has -- is helpful in understanding.
- 23 Q. Okay. Thank you. I actually just -- this was even a
- 24 more simple question. I just want to know if my math was
- 25 correct. If 85 percent of the nation's flock was held by

- 1 certified producers and this group of 20 represented about 40
- 2 to 42 percent of the nation's flock, that means there's about
- 3 40-plus percent of the nation's flock held by certified
- 4 producers who are not a member of this 20 co-conspirator group
- 5 that your counsel told you to make a chart about. Simple
- 6 math, right?
- 7 A. It's simple math. It's the characterization of -- you
- 8 seem to be implying that they somehow weren't involved in the
- 9 UEP and its certification program and all that kind of stuff.
- 10 Q. It's simple math. My question really was just simple
- 11 math.
- 12 A. Yeah, well, the math -- I mean, I can do math sometimes.
- 13 Q. I hope so. Okay. Now -- now, if you turn to
- 14 paragraph 68 of your report. And this is where you talk about
- 15 your Exhibit 7, correct?
- 16 A. Paragraph 68?
- 17 Q. Yes. On page 25 of your report. Your initial report.
- 18 A. Yes, yes, sir. And what was the question? I apologize.
- 19 Q. So -- well, here you're talking about your Exhibit 7,
- 20 correct?
- 21 A. Oh, Exhibit 7, yes.
- 22 Q. And you list, I believe, in Exhibit 7 something like
- there are 186 producers in the country, correct?
- 24 A. Well, this is for the ones that my staff could identify.
- 25 Q. Right.

- 1 A. Yeah.
- 2 Q. At least 186 --
- 3 A. Yes.
- 4 Q. -- producers in the country?
- 5 And, in fact, their flock total represented about
- 6 98 percent, as far as you could tell, of the nation's flock
- 7 size, correct?
- 8 A. That's correct.
- 9 Q. Okay. So, again, this is sort of fairly -- fairly
- 10 simple. And I believe, again, if you can -- you represent
- 11 that about 177 producers at this time were UEP Certified,
- 12 correct?
- 13 A. That's what it says, yes.
- 14 Q. Do you have any reason to doubt your report?
- 15 A. You know, I wrote it a long time ago, so I believe what I
- 16 write, but it's a long time ago.
- 17 Q. Okay. And again, so 177 producers were certified, and
- 18 yet there are only 20 companies that are being alleged by the
- 19 Plaintiffs to be co-conspirators. Again, if my math is
- 20 correct, that leaves 157 certified companies were not part of
- 21 the alleged co-conspiracy group. Is my math correct?
- 22 A. Just give me one second, if you don't mind, to refer to
- 23 my exhibit.
- 24 Q. My question is really just a math question. I'm not
- 25 asking anything about the exhibit itself. Is 177 minus 20,

- 1 157? Dr. Baye?
- 2 A. I'm sorry?
- 3 Q. Is 177 minus 20, 157?
- 4 A. Sounds pretty close.
- 5 Q. Okay. Thank you. Now, do you understand -- do you
- 6 know -- do you understand the term "owned price elasticity"?
- 7 A. I'm sorry, repeat that.
- 8 Q. Do you understand what the term "owned price elasticity"
- 9 or "own price elasticity"?
- 10 A. I do.
- 11 Q. Okay, can you explain to the jury what that concept is?
- 12 A. Yeah, the owned price elasticity of demand is a measure
- of how much the quantity demanded for a specific firm's
- 14 product changes with respect to a change in that firm's price.
- 15 That would be like if you want to know the price elasticity of
- 16 demand for a Honda, the owned price elasticity would be that.
- 17 You could also go market elasticity, which could be like for
- 18 cars, and it would be the same thing for cars.
- 19 Q. Right. But an owned price elasticity would be what is
- 20 the change in the quantity demanded if the price -- what is
- 21 the change in the quantity demanded of a Honda if you raise
- the price of a Honda?
- 23 A. That's correct.
- 24 Q. That would be an owned price elasticity?
- 25 A. That's correct.

- 1 O. Or even more specifically, what is the change in the
- 2 price of a Honda Accord as a result of a change in production
- 3 of a Honda Accord, that would be an owned price elasticity?
- 4 A. No, I don't agree with that. I think you said
- 5 production, change in production.
- 6 Q. That would be an inverse.
- 7 A. It would be an inverse.
- 8 Q. Let me ask you this.
- 9 A. Okay.
- 10 Q. You used bubble gum before, right?
- 11 A. I did.
- 12 Q. Okay. So an owned price elasticity would be, what would
- 13 be the change in the quantity demanded if you raised that
- 14 bubble gum by 1 percent?
- 15 A. It would be the percentage change, not quite right.
- 16 Q. Wouldn't that be the owned price elasticity?
- 17 A. If you said percentage change instead of change, that
- 18 would be correct.
- 19 Q. Thank you for the correction. It wasn't a trick
- 20 question.
- 21 A. I never know. I mean, you'll impeach me on that later,
- 22 probably, so --
- 23 Q. And when you were doing the -- with Mr. Blechman, as to
- 24 whether the Plaintiffs paid more than they otherwise would
- 25 have --

- 1 A. Um-hum.
- 2 Q. -- what you had done is, you had taken your -- the change
- 3 that your production model had estimated, the change in
- 4 production, and you applied the elasticities you had
- 5 determined from the Urner Barry and that gave you the price
- 6 change, if you will, of how much price increased for that
- 7 product, correct?
- 8 A. As a result of the conspiracy, alleged conspiracy,
- 9 correct.
- 10 Q. As a result of -- as what was determined by your
- 11 econometric model?
- 12 A. Yeah, that's correct. If you don't want to use
- 13 econometrics, you look at the record and you say what the
- 14 known price elasticity --
- 15 Q. Right. And your --
- 16 A. -- minus one and you're done.
- 17 Q. And your econometric model, your main specification was
- 18 geared towards five restrictions that matched the cage space
- 19 phase-in of the Certified Program, correct?
- 20 A. No, that's not correct. I also did the backfilling ban
- 21 specification as well.
- 22 Q. Okay.
- 23 A. And then I have nine other specifications that you seem
- 24 not to want to talk about.
- 25 Q. I'm asking on your --

- 1 A. No, I understand.
- 2 Q. All we talked about --
- 3 THE COURT: Okay, we're not having, like, a
- 4 conversation, gentlemen, okay?
- 5 BY MR. LEVINE:
- 6 Q. Let's stick with your main specification.
- 7 A. Yes.
- 8 MR. BLECHMAN: If Professor Baye could be allowed
- 9 just to answer the question.
- 10 BY MR. LEVINE:
- 11 Q. Dr. Baye, your main specification, again, your main
- 12 specification was designed to determine the effect phase by
- 13 phase matching the Certified Program phase-in of cage
- 14 restrictions, correct?
- 15 A. That's one of my -- what Specification 1 did, yes.
- 16 Q. And your backfilling ban specification was a before and
- 17 after look before the backfilling ban went into effect and
- 18 after the backfilling ban went into effect without chopping
- 19 the periods into -- into smaller periods, correct?
- 20 A. That's correct.
- MR. LEVINE: At this time, I have nothing further.
- 22 THE COURT: Any other cross-examination?
- 23 MR. HARRIS: Nothing on behalf of USEM.
- MS. SUMNER: Nothing for UEP.
- THE COURT: Any redirect?

- 1 MR. BLECHMAN: Yes, Your Honor, thank you.
- 2 REDIRECT EXAMINATION
- 3 BY MR. BLECHMAN:
- 4 Q. Dr. Baye, good afternoon. Professor Baye -- sorry --
- 5 good afternoon.
- 6 A. Mike is easier for everybody.
- 7 Q. I'm going to stick with Professor Baye here. Thank you.
- 8 I'm going to ask you questions to follow-up on some of the
- 9 questions you were asked by Defense Counsel. I'm going to
- 10 move around to try to stick with the questions that you were
- 11 asked and at the same time try to balance these books here.
- 12 You were asked some questions, Professor Baye, about
- 13 whether the short-term measures had an effect prior to 2002.
- 14 Do you recall --
- 15 A. Yes.
- 16 Q. -- that question and answer?
- 17 If the short-term measures had an effect before
- 18 2002, would those be -- would those have been a sustained
- 19 impact?
- 20 A. No, they would not. That's why I didn't worry about
- 21 them.
- 22 Q. Help us better understand, if you would, sir. When you
- 23 say that's why you didn't worry about them, what is that --
- 24 what do you mean in the context of the model you prepared and
- 25 the results of that?

- 1 A. Right. So I'm trying to use academic methods to
- 2 scientifically examine whether the alleged conspiracy impacted
- 3 output. It's a tough job. It's a hard job. I would have --
- 4 in a perfect world, I would have been able to identify every
- 5 single element of the alleged conspiracy and identify
- 6 specifically what that is. But the world is more complicated
- 7 than that and as a -- as an economist doing research, you have
- 8 to make judgments. And in my judgment, attempting to account
- 9 for the higher prices that might have existed prior to 2002,
- 10 given the lack of data that I had and so forth, would have
- 11 required incredibly heroic assumptions on my part to make that
- 12 work.
- 13 So what I chose to do is use an econometric
- 14 methodology that allowed me to ignore any potential effects
- 15 while controlling for those with an error structure because
- 16 essentially anything I don't control for is being included in
- 17 the error term of my regression. It's another term.
- 18 And I want to therefore specify an econometric model
- 19 that's robust enough to capture those effects in a way that is
- 20 done in the literature, and that's what I did by allowing for
- 21 a trend variable that captures changes that I'm not accounting
- 22 for. Some of those changes could be animal welfare. I have
- 23 time-squared, that allows nonlinear effects, but it also
- 24 captures anything else that I'm not including in the model and
- 25 therefore absorbs it.

- 1 And as a matter of economics, there's two ways to
- 2 think about it. If you think those short-term measures were
- 3 continuous throughout the entire period, then they'll be
- 4 absorbed in my time chart. If you think those short-term
- 5 measures that were being referred to here only occurred before
- 6 2002, to the extent that they impact my results, they elevate
- 7 prices before the conspiracy, and therefore, reduce the
- 8 estimates that I'll have of impact, ultimately.
- 9 And there's a nice paper that came out on cartel
- 10 dating just a couple of years ago, after I was deposed, I
- 11 might add, that demonstrates formally that if you misspecify
- 12 the date in the model that I estimated, a model like the one I
- 13 estimated, you actually get conservative estimates of impact.
- So I didn't know that at the time, I knew that if --
- if prices were elevated before 2002, it's going to tend to
- dampen the effect, but I didn't realize that was a more
- 17 general result than was understood in the literature. So is
- 18 that --
- 19 Q. In the context of the models that you prepared and then
- 20 ran and the results of those models, would you please explain
- 21 to the jury what you mean in the answer you just gave by the
- 22 phrase "conservative estimates of impact"?
- 23 A. Conservative estimates of impact means I'm understating
- 24 the impact of the alleged activity on output and therefore on
- 25 prices.

- 1 Q. You also used the phrase "absorbed in the time trend" in
- 2 explaining how your model picks up other activity in the
- 3 marketplace. With a focus on absorbed in time trend, would
- 4 you please explain to the jury both what that means and how
- 5 that works in the context of your model, sir?
- 6 A. Okay. Very good. So Mr. Levine alluded to a couple of
- 7 things that he was implicitly arguing I wasn't considering in
- 8 my model. He mentioned exports, for example. He mentioned
- 9 the early -- the early flock reduction strategies and all
- 10 those types of things. As I mentioned this morning, any
- 11 econometric model you build is necessarily going to be a
- 12 simplification of reality. There's no way you can include
- 13 every possible thing that could possibly impact egg
- 14 production, okay?
- 15 And what that means then is you want to use an
- 16 approach that is robust enough to account for all those other
- 17 things that, in principle, could or might or possibly impact
- 18 production, and a time trend does that and a time trend
- 19 squared does that, and what that allows for is variables other
- 20 than the explicit controls that I'm using to have differential
- 21 effects over time in egg production in a manner that captures
- those effects.
- 23 And the fact that my -- my R square is -- I'm
- 24 explaining 99 percent of the variation means all these
- 25 possibilities are not even really worth talking about in the

- 1 first instance, but nonetheless, I control for them in that
- 2 manner. Is that understandable?
- 3 Q. It's not for me to say, but I'm hoping it is.
- 4 You also used the phrase "error structure" in
- 5 answering my question to you earlier about whether -- if the
- 6 short-term measures had an effect before 2002, would those
- 7 have been sustained and whether it was picked up by your
- 8 model.
- 9 A. Right.
- 10 Q. With the focus on the phrase "error structure," we'll add
- 11 that to the list of econo speak that we've heard today, and
- would you please explain to the jury what that means?
- 13 A. Okay, if you've grown up in my vintage, the classic
- 14 models of econometrics would assume that anything you're not
- 15 measuring is purely random and uncorrelated over time. More
- 16 modern econometrics allows us to consider environments where
- 17 errors are correlated over time so that we're systematically
- 18 underpredicting flock size at some point in time, we're
- 19 systematically overpredicting flock size at some point in time
- 20 in a manner in which those things are correlated. So my error
- 21 structure, by using, technically, what's called Newey-West
- 22 standard errors, I'm allowing for that auto-correlated
- 23 structure, that in conjunction with the time trend.
- 24 Q. I guess I'm just reacting to the Dewey-West -- whatever
- 25 you said.

- 1 A. Newey-West.
- 2 Q. Newey-West.
- 3 Just give us one sentence in lay terms. What does
- 4 that mean? And I'm going to then move on.
- 5 A. It's not -- it's smoke. The concerns that have been
- 6 raised --
- 7 Q. Okay.
- 8 A. -- are not -- in my opinion, are not material. If I were
- 9 an editor of a journal and a referee were casting stones at
- 10 someone's model, for those reasons I would -- I would discard
- 11 the criticism.
- 12 Q. Let me shift now to another subject. You were asked a
- 13 series of questions about whether you included in your
- 14 analysis whether an individual producer, what it did or didn't
- 15 do with respect to cage density --
- 16 A. Um-hum.
- 17 Q. -- what it did or didn't do with respect to backfilling.
- 18 Do you recall those questions earlier?
- 19 A. I do.
- 20 Q. All right. Does that matter?
- 21 A. The -- if an individual -- what matters is if individual
- 22 expansions and/or cheating, not complying because of the
- 23 audits and so forth, led to such dramatic increases in
- 24 production by a large number of producers that overall output
- 25 didn't shrink. If overall output is lower, then consumers are

- 1 going to pay higher prices because demand is inelastic.
- 2 So just a classic example that I use in my class, I
- 3 play the prisoner's dilemma all the time, and you can imagine
- 4 some students, we have an event in Bloomington, Indiana called
- 5 The Little 500. It's mirrored after the Indy 500, which is
- 6 like an hour north of us, but this is where the stories and
- 7 fraternities have a big bicycle race. And it is the party
- 8 event of the century in Bloomington, Indiana, and what it
- 9 means as a professor, likely no students show up to your
- 10 class.
- 11 So here's an example I give to my students. Imagine
- 12 that all the students get together and agree to, Hey, let's
- 13 not study for Baye's test, he can't possibly flunk all of us,
- 14 right? And so they leave the room. You know, 99 of the
- 15 students go to the Little Five and do the thing that they do
- 16 that their parents don't want to read in the newspaper the
- 17 next morning, and the one goes home and studies.
- 18 What happens to the one that studies? He has the
- 19 best grade in the class, and he benefits from the fact that
- 20 everyone else colluded, right? So the question that I always
- 21 ask them is: Is he part of the cartel? I mean, if he's there
- 22 when you're agreeing to restrict output, it's immaterial
- 23 whether he actually abides by that or not.
- Now, as Mr. Levine said, the guidelines didn't
- 25 prohibit expansion. So I'm not likening expansions to

- 1 cheating on the cartel. But it emphasizes the fact that if --
- 2 just because -- just because a handful or many of the
- 3 individuals engaged in expansions, the question is: Are those
- 4 expansions sufficient to offset what everyone else in the
- 5 cartel did? That's the economic question, and that's why I
- 6 didn't spend resources attempting to find data that is
- 7 incredibly difficult to collect in a systematic manner that is
- 8 ultimately irrelevant for answering the antitrust question,
- 9 which is, in my mind, did the alleged conspiracy result in
- 10 higher prices paid for eggs and egg products by the
- 11 Plaintiffs. And that's a simple question of what happened to
- 12 total output.
- 13 Q. What happened to total output? Let me use that as a
- 14 segment then to just double back on this question or two from
- 15 Defense Counsel for a moment. Their questions to you, in
- 16 substance, were: What about what Rose Acre may have done in
- 17 terms of increasing capacity -- or production? Excuse me. Or
- 18 what about what ABC producer may have done in backfilling or
- 19 not backfilling?
- 20 Why, Professor Baye, does -- is that not the proper
- 21 measure of -- is that not the proper analysis if -- if the
- 22 question is what happens to the total market output is
- 23 framed -- as framed in this case?
- 24 A. From an economic viewpoint, anyone that participates in
- 25 the coordination is a party to the coordination, right? And

- 1 so the question is when you have co-conspirators, whatever you
- 2 lawyers want to call these people in this particular matter,
- 3 when you've got individual companies that control that much of
- 4 the flocks in the U.S., right, and you ask the question, if
- 5 these guys get together and restrict output, that's a large
- 6 enough fraction of flock size that even if Rose Acre were to
- 7 expand, it's probably not physically possible for it to expand
- 8 enough to offset what happens if everyone else did.
- 9 And then the question you ask is: Gee, if nobody
- 10 had been party to the Trade Association's attempt to restrict
- 11 output and raise price, if nobody was participating, if Rose
- 12 Acre wasn't participating, would anyone else have
- 13 participated, right?
- Everyone's -- in my mind, everyone is part of that,
- and that's why I don't understand the legal part about why
- 16 these are co-conspirators. In my mind, it's part of who's
- 17 part of the UEP, who's involved in engaging in an industry
- 18 practice based on the record that I've reviewed in any event
- 19 is designed to restrict output.
- 20 Q. Please turn to page 289 of your deposition for a moment.
- 21 Tell me when you have that there.
- 22 Professor Baye, do you have page 289?
- 23 A. I do.
- 24 Q. Okay. And directing your attention to page 289, starting
- on line 8, you were asked some questions, some of which were

- 1 then later asked to you by Defense Counsel about cage space
- 2 restrictions and whether they, in and of themselves, had an
- 3 effect in your model.
- 4 Do you see that?
- 5 A. I do.
- 6 Q. Would you please explain to the jury the extent to which,
- 7 if at all, cage space restrictions were -- were included as
- 8 part of your model and how that all played out, please?
- 9 A. Yeah. They're included as part of my model and what --
- 10 what Mr. Levine did here, and what I distinctly recall him
- 11 doing at my deposition is any time I wanted to talk about the
- 12 other models that I ran, he always wanted to talk about that
- one specification. Which, as I mentioned this morning, is the
- 14 most conservative. If you go to my Specification 9, what you
- observe is, in Period 1 and 2, there are some conspiracy
- 16 effects. There are some reductions in output occurring in
- 17 Specification 9, which is, in fact, more general than my main
- 18 specification. So if you run the kitchen sink model, you
- 19 actually can't reject the hypothesis that the conspiracy
- 20 reduced output under Restriction 1 and 2 if you lower your
- 21 scientific standard from 99 percent to 95 percent. Okay.
- 22 So -- so my view is, you know, I think to kind of
- 23 point to one single event, it's clear that when you restrict
- 24 cage size, something's going to happen. The point that I made
- 25 in my report is that over time, the guidelines evolved until

- 1 eventually you have the backfilling ban, you've got the 100%
- 2 rule, which was, based on my understanding, discussed in
- 3 meetings prior to the time it was actually implemented at a
- 4 point in time when it would have induced producers and
- 5 potentially retailers to sign up for the program, Animal Care
- 6 Certified sounds like a good deal, and once you get everyone
- 7 hooked, once you get 100% of a compliance, then you can -- you
- 8 don't even have to call it Animal Care Certified anymore, you
- 9 can just call it UEP Certified. Which, in my mind, means
- 10 nothing and everyone's stuck. Because if I've got a contract
- 11 with Kroger for UEP eggs, that means I can't write a contract
- 12 with anyone else without being in breach of my contract. And
- 13 that's why, in my opinion, the 100% rule is a restraint of
- 14 trade. It's not because the coefficient on this thing and the
- 15 econometric model is statistically significant or something.
- 16 That's absolutely asking the wrong question, and I do mention
- 17 that in my report.
- 18 O. You've mentioned in your answer just now, I thought I
- 19 heard you use the phrase "100% compliance by UEP producers."
- 20 I'm just looking to understand that reference in the context
- 21 of the tipping point analysis and other percentages that
- 22 you've given. Would you explain, please, or clarify, either
- 23 one?
- 24 A. Yeah, it's just that it's a process to grab additional
- 25 producers into a program. Right? And you can create a

- 1 virtuous circle by, you know, signing somebody up on the
- 2 program. That's why if you look at the United Voices, very
- 3 early on it's communicating, based on my recollection of the
- 4 review of the documents I did, it's very quick to point out
- 5 who's signing up, who's signing up, who's agreeing to do this.
- 6 From an economic viewpoint that's just signaling to other
- 7 market participants, hey, this thing's getting traction, you
- 8 can sign up too. And then once people sign up, the 100% rule
- 9 becomes a mechanism whereby you're foreclosing the ability of
- 10 other producers that aren't part of the UEP Certified to get
- 11 business.
- 12 Q. You're not -- I'm sorry, finish.
- 13 A. And as I look at the evolution, the snapshot that
- 14 Mr. Levine was showing us was from 2004, but my recollection
- 15 is, if you look at the entire evolution, the initial -- the
- 16 initial signup got pretty good traction early on and then hit
- 17 that 85 percent point and then after that, it is -- it is --
- 18 you start seeing other players like Michael Foods come in, you
- 19 start seeing other people because they need eggs and people
- 20 can't have facilities dedicated for non-UEP Certified eggs.
- 21 Because if someone buys one of their eggs, then they can't
- 22 sell a UEP Certified egg.
- 23 Q. Are you suggesting that 100 percent of the producers in
- 24 the UEP had to participate for this alleged conspiracy to be
- 25 effective?

- 1 A. Oh, absolutely not.
- 2 Q. All right. Explain, please.
- 3 A. Because once you get a critical mass you're going to
- 4 force the industry to the point. That's what the 100% rule
- 5 does, is it doesn't require everyone to voluntarily sign on,
- 6 it creates -- as a matter of economics, an incentive for the
- 7 market to tip in a manner that individuals are put in a
- 8 position where, golly, I've got to do it. If I want to sell
- 9 to Kroger or whoever, I've got to have this, and boom, then
- 10 you're already there.
- 11 Q. Please turn to page 114 in your deposition. Tell me when
- 12 you're there, please. Are you there?
- 13 A. I am here.
- 14 Q. All right. At the top of the page going down, you were
- 15 asked some questions and it was read from the transcript about
- 16 the 100% rule alone in conjunction with -- or in conjunction
- 17 with cage space restrictions having an effect on egg
- 18 production, and I thought I heard you, in answering Defense
- 19 Counsel's question, to say, Go back, and then you were
- 20 stopped. And if I misheard you, then I apologize. But I had
- 21 the sensation that you had something more you were going to
- 22 say. And so before I ask you the next question, I want to
- 23 find out if you have something further you wanted to add with
- 24 respect to this portion of the transcript.
- 25 A. It's basically what I just told you. I've given you the

- 1 Cliff Notes version of what my testimony is. It's the focus
- 2 on Specification 1 that occurs way earlier in my deposition.
- 3 The whole deposition begins to focus solely on that one piece
- 4 of evidence. When I've got -- I've got six different
- 5 regression models that I utilize and for the two regression
- 6 models that focused on cage space restrictions I've got nine
- 7 different specifications for those things. So in my opinion,
- 8 focusing on a single specification doesn't make -- doesn't
- 9 make sense.
- 10 Q. What did you mean when we heard testimony earlier about
- 11 the cage space restrictions alone having an effect or not
- 12 having an effect? Would you please clarify.
- 13 A. Yeah, the effect is exactly the tipping point that I
- 14 mean. Just because you observe the 100% rule being imposed in
- 15 Restriction Period 1, that doesn't mean the market immediately
- 16 tips to UEP Certified eggs. It's going to take a couple of
- 17 years maybe for that to happen. And when that happens, we
- 18 might be in Restriction Period 4, Restriction Period 5, right.
- 19 So as I indicated in my report, a part of what we're picking
- 20 up there in the latter part of the evolution of the UEP
- 21 Guidelines is the kicking in effect or the tipping effect from
- 22 the guidelines. So -- and again, that's -- that's what I have
- 23 in my report.
- 24 Q. Is this related to whether there were guidelines without
- 25 restraints of trade?

- 1 A. I'm sorry?
- 2 Q. Was this -- is this related to whether there were
- 3 quidelines that were in effect without restraints of trade? I
- 4 may be asking a bad question. Let met try this again.
- 5 Would you explain what you meant -- or withdrawn.
- 6 Would you explain what it would mean for the 100%
- 7 rule having no effect on its own?
- 8 A. It would mean that it didn't put buyers, potential
- 9 customers in a precarious situation of being effectively
- 10 forced to buy UEP eggs because there are no other types of
- 11 eggs available because no one else will sell the other eggs
- 12 because if they do so, it ruins their ability to sell UEP
- 13 eggs.
- 14 Q. Turn, please, to page --
- 15 A. UEP, ACC Certified eggs.
- 16 Q. Please turn to page 293 of your deposition, sir. Tell me
- 17 when you're there.
- 18 A. Okay.
- 19 Q. You were asked questions by Defense Counsel about some
- 20 passages on this page of -- I have starting on line 4, do you
- 21 see that, with the reference to, The 100% rule is already in
- 22 effect for Restrictions 1 and 2? Beginning on line -- line 6.
- 23 A. Yeah.
- 24 Q. All right. Would you please explain your testimony there
- in terms of the 100% rule and its effect.

- 1 A. Yeah, it's exactly what I was -- what I was saying there,
- 2 the 100% rule is already in effect and I've identified that
- 3 effect. And whether you find it in that one coefficient or
- 4 not is immaterial for answering the economic question about
- 5 whether it potentially tipped.
- 6 Q. You were asked questions by Defense Counsel about whether
- 7 you measured, if an individual producer backfilled before
- 8 2005, do you recall?
- 9 A. I recall the question.
- 10 Q. And do you recall being asked questions by Defense
- 11 Counsel about whether you measured if an individual certified
- or non-certified producer backfilled before 2005?
- 13 A. Yes.
- 14 Q. What relevance, if any, does this have to the economic
- analysis that you performed, sir?
- 16 A. That's all in the before period, and so what we're going
- 17 to compare is once the rules are in place, what does the after
- 18 period look like? I don't have the data to, you know, to walk
- into Rose Acre's henhouses and check whether they're
- 20 backfilling or not. I don't have access to a lot of
- 21 information that would allow you to do that. It would be
- 22 costly to do that. And at the end of the day, if I discovered
- 23 that Rose Acre was or was not backfilling, it would say
- 24 nothing about whether, from the standpoint of the entire
- 25 market, it's the market that's being monopolized here, under

- 1 the alleged conspiracy theory. It's the market and not Rose
- 2 Acre attempting to monopolize its own situation. So looking
- 3 at Rose Acre's backfilling practices is uninformative.
- 4 Q. In your analysis, Professor Baye, when you analyze the
- 5 effect, if any, of flock size output and egg -- and egg
- 6 production output for the total market, did that or did that
- 7 not include whatever Rose Acre may or may have not done with
- 8 respect to expansion or backfilling or anything else?
- 9 A. It excluded -- it included -- it included Rose Acre and
- 10 everyone else. It included anyone whose flocks are included
- in the USDA data. Anyone whose production of eggs is included
- 12 in the USDA data.
- 13 O. You were asked some questions by Defense Counsel about
- 14 the inclusion of certain producers identified as
- 15 co-conspirators in one or two of the slides that you showed to
- and explained to the jury, do you recall?
- 17 A. I don't know that I explained the slides to the jury
- 18 about what that meant, but, yes, I remember the conversation.
- 19 Q. All right. Were the producers who were identified in
- 20 that chart, do you understand them to be egg producers --
- 21 ConAgra aside, which you've explained -- who sold eggs to one
- or more Plaintiffs during the alleged conspiracy period?
- 23 A. Yeah. I showed that table that each and every one of
- 24 those combinations had transactions.
- 25 Q. And did those two tables include other producers who may

- or may not have been co-conspirators in this case, but who did
- 2 not sell eggs to one or more Plaintiffs during the alleged
- 3 conspiracy period?
- 4 A. I'm sorry, say that again.
- 5 Q. Yes.
- 6 MR. BLECHMAN: Let's -- let's bring up a slide, I
- 7 want to say 27, just so we orient ourselves. I may not have
- 8 the number right. No, that was close. 28. Do you have that
- 9 there? 28 and 29. Let's stick with 29. If we may have that
- 10 brought up, please. These are -- is that up? Not quite.
- THE WITNESS: Did you say 28?
- 12 BY MR. BLECHMAN:
- 13 Q. I said 29. These are companies that -- withdrawn.
- 14 These are producers who sold eggs to each of -- to
- one or more of the Plaintiffs during the alleged conspiracy
- 16 period, correct?
- 17 A. If they're identical to the one on the other table,
- 18 that's correct.
- 19 Q. I believe you'll find them identical, other than the
- 20 reference to ConAgra, which you've explained.
- 21 A. That's correct.
- 22 Q. All right. Are you suggesting by Table 28 and -- or
- 23 Slide 28 and Slide 29 that the producers who are identified in
- 24 these two tables are the only co-conspirators who participated
- in the alleged conspiracy?

- 1 A. Again, I don't know as a matter of law what the answer
- 2 is.
- 3 Q. As a matter of economics.
- 4 A. As a matter of economics, anyone that was a member of the
- 5 UEP and agreed to restrict output, to raise prices, is -- is
- 6 part of the conspiracy, in my mind, as an economist. Whether
- 7 they're listed here or not -- and, you know, that's -- that's
- 8 my view of the world, and I don't know why those other guys
- 9 aren't included here.
- 10 Q. Very well. Finally, Professor Baye, have any of the
- 11 questions you've been asked by Defense Counsel caused you to
- 12 reconsider in any way any of the opinions that you have
- 13 expressed to this jury today in connection with your
- 14 testimony?
- 15 A. Not at all, no.
- MR. BLECHMAN: Your Honor, I have no other
- 17 questions.
- THE COURT: Any recross?
- 19 MR. LEVINE: Two quick questions.
- THE COURT: Go ahead.
- 21 RECROSS-EXAMINATION
- 22 BY MR. LEVINE:
- 23 Q. Dr. Baye, and if you turn to 31 -- I think it's Slide --
- I think it's Slide 31 of your presentation today.
- 25 A. Okay.

- 1 Q. I just want to fix -- and I believe it's also represented
- 2 in Exhibit 7 of your report. As of 2004, about 85 percent of
- 3 the nation's flock was on the UEP Certified Program, correct?
- 4 A. And 90 percent of eggs, that's correct.
- 5 Q. Okay. And I just want to be clear. Is it your position
- 6 that every certified producer is a member of the alleged
- 7 conspiracy?
- 8 A. I'm just -- I have no opinion on who did what. I don't
- 9 know who actually signed it. If these numbers are correct, I
- 10 would say anyone who participated in a scheme to reduce output
- 11 and raise prices participated in the conspiracy.
- 12 Q. Right. My question was more specific. Is it your
- 13 position that anybody who was a certified producer is a member
- of the alleged conspiracy?
- 15 A. I can't -- I can't answer that question.
- 16 Q. That you have no position on that?
- 17 A. I think I need more information about that.
- 18 MR. LEVINE: Okay, that's all. Thank you.
- 19 THE COURT: Anything more from anybody?
- MR. HARRIS: No, Your Honor.
- MS. SUMNER: No, Your Honor.
- MR. BLECHMAN: No, Your Honor.
- THE COURT: Travel safely.
- 24 THE WITNESS: Thank you, Your Honor. Sorry about
- 25 your football team. I'm a Cowboy fan.

- 1 THE COURT: I was watching the Notre Dame game, too.
- 2 That was doubly bad.
- 3 MR. BLECHMAN: Your Honor, on behalf of the
- 4 Plaintiffs, may we have a minute to reconsider Professor Baye?
- 5 THE WITNESS: I'm a Cowboy fan. I feel your pain.
- 6 MR. BLECHMAN: Your Honor, may we have two minutes
- 7 to reconsider --
- 8 THE COURT: Travel safely, Professor.
- 9 Where are we? We can take a five-minute break. I
- 10 would like to use as much time as we can, since it's not nasty
- 11 out. It seems to be okay. So do we have something we can do?
- 12 MR. LEVINE: Yes, Your Honor.
- 13 THE COURT: Okay, let's do take a very short break,
- 14 like five, six minutes, if anybody needs it, and come straight
- 15 on back, please.
- 16 THE DEPUTY CLERK: All rise.
- 17 (Jury out.)
- 18 THE COURT: Okay, if you need a break, just don't go
- 19 far.
- MR. BLECHMAN: Thank you.
- 21 THE COURT: What is next, by the way?
- MR. LEVINE: We're going to call Mr. Hurd.
- 23 (After recess:)
- 24 THE DEPUTY CLERK: All rise.
- 25 (Jury in.)

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1 THE COURT: Okay, you all may take your seats. I'm
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- 2 watching Mr. Coyle and each time he comes back with you guys,
- 3 he's working very hard not to be laughing or smiling. I can
- 4 tell, he's really holding it in.
- 5 Okay, the Defense may proceed.
- 6 MR. LEVINE: One housekeeping matter.
- 7 THE COURT: Yes.
- 8 MR. LEVINE: Apologies for not bringing it up. I
- 9 believe the Plaintiffs have rested in total.
- 10 MR. BLECHMAN: Yes, Your Honor.
- 11 THE COURT: Yes.
- 12 MR. LEVINE: So we will later make a --
- 13 THE COURT: Fair enough.
- 14 MR. LEVINE: Rose Acre calls David Hurd.
- 15 THE COURT: Okay, come on up.
- 16 THE DEPUTY CLERK: Please remain standing and raise
- 17 your right hand.
- 18 (Witness sworn.)
- 19 THE WITNESS: I do.
- THE DEPUTY CLERK: Could you please have a seat.
- 21 Please state your full name and spell your last name for the
- 22 record.
- 23 THE WITNESS: David Stoddard Hurd, H-U-R-D.
- 24 THE COURT: Okay, Mr. Hurd, how does it look from
- 25 here --

- 1 THE WITNESS: It looks --
- 2 THE COURT: -- as opposed to from there? Just make
- 3 sure you're equally comfortable.
- 4 And you may proceed, Mr. Levine.
- 5 DAVID S. HURD,
- 6 called as a witness herein by the Defendants, having been
- 7 first duly sworn, was examined and testified as follows:
- 8 DIRECT EXAMINATION
- 9 BY MR. LEVINE:
- 10 Q. Good afternoon, Mr. Hurd.
- 11 A. Good afternoon.
- 12 Q. Can you tell the jury by whom you are employed?
- 13 A. Rose Acre Farms.
- 14 Q. And what is your current title?
- 15 A. I am the vice president in charge of live production.
- 16 Q. We'll get into that a little bit more, but just "live
- 17 production" is not a term you hear often. Can you just
- 18 explain to the jury what that means?
- 19 A. All of the areas of our company that have live birds,
- 20 from our breeder farm, hatchery, pullet grow-out to layer
- 21 farms.
- 22 Q. And all of that is under your purview?
- 23 A. Yes.
- 24 Q. And could you briefly describe your educational
- 25 experience for the jury?

- 1 A. I graduated in 1986 from Purdue University in Indiana
- 2 with a degree of animal -- bachelor's degree in animal
- 3 science.
- 4 Q. And after you graduated from Purdue, what did you do?
- 5 A. In May of '86, I started with Rose Acre Farms.
- 6 Q. And have you been there continuously since?
- 7 A. Yes.
- 8 Q. And what did you start out as? What was your first
- 9 position at Rose Acre?
- 10 A. My first position was as a production manager trainee, so
- 11 I spent time in the various live production departments from
- 12 breeder farm, hatchery, pullet farms, where we -- handfeeding
- 13 crew, replaced baby chicks, vaccinated the birds, beak
- 14 trimmed, layer farms on the moving crews, and running layer
- 15 houses.
- 16 Q. And where were you doing this, this training program?
- 17 A. It started off in Seymour, Indiana. It's about an hour
- 18 south of Indianapolis. And then within less than a year I
- 19 moved up to northern Indiana. We had some farms up in that
- 20 location.
- 21 Q. And did you continue in your position as a manager
- 22 trainee?
- 23 A. Yes.
- 24 Q. And how long were you in that training program for?
- 25 A. Um, when I moved up to northern Indiana, I was made a

- 1 layer house farm manager, so I had two houses I was
- 2 responsible for. And I was in that position for about a year,
- 3 and then became an administrative assistant working with
- 4 Sylvia Dropchek and reporting to her through David Rust, the
- 5 owner and founder.
- 6 Q. Okay. And just -- what were you doing as a layer house
- 7 manager? I mean --
- 8 A. So the birds are housed in cages. Every day we'd come
- 9 in, we'd check the feed, water, and air, make sure everything
- 10 went well the night before, and we'd do the daily routine
- 11 making sure the birds were being fed properly, that the eggs
- 12 are being collected correctly and getting them ready for the
- 13 night cycle.
- 14 Q. And were there more than two houses on that farm?
- 15 A. On that farm, there were 12 houses at Newton County Egg
- 16 Farm in Burke, Indiana.
- 17 Q. And you were only responsible for two?
- 18 A. Yes.
- 19 Q. Does that mean there were other layer house managers?
- 20 A. Yes, yes.
- 21 Q. And when you moved to being an administrative assistant
- 22 what kind of duties were you doing at that point?
- 23 A. Then I was -- it was before we had complex managers, we
- 24 had one main responsible person on a farm site, so we had
- 25 department heads. So I was acting as the liaison, so to

- 1 speak, for the northern farms coming down to Seymour, Indiana
- 2 once a week to report on what was going on, hearing about any
- 3 concerns or issues that corporate had to go back up to the
- 4 farms the following week to work on.
- 5 Q. And at what point did you become an administrative
- 6 assistant?
- 7 A. That would have been probably 1988, so about two years
- 8 into my training.
- 9 Q. Okay. And how long did you stay in that position?
- 10 A. Until about 1989, and then I was promoted to be vice
- 11 president of our breeder hatchery and pullet farm, part of our
- 12 live production department.
- 13 Q. Okay. And where were those facilities, the breeder
- 14 hatchery?
- 15 A. In Indiana, in Seymour.
- 16 Q. That was all in southern Indiana?
- 17 A. The hatcheries and the breeder farms were. We had pullet
- 18 farms located wherever our layer farm capacity is. So spread
- 19 out in the different locations.
- 20 Q. Okay, and at that point, how long did you stay in the
- 21 position of VP of pullets, hatchery, and breeder farms?
- 22 A. Until about 2013 where I took on my -- my current role.
- 23 Q. Okay. And what is your main goal or what do you see as
- 24 your mission as a VP of live production?
- 25 A. It's ever changing, but the biggest part of what I try to

- 1 do every day is work with our different farms on the
- 2 production side. A big component of what we do is -- is
- 3 producing eggs and doing it as efficiently as we can. So
- 4 there's a long logistical process that happens with not just
- 5 myself but with a crew of people to make sure that we have
- 6 fertilized eggs on time, that hatch into day-old baby chicks
- 7 on time, that fill up pullet growing cages that then can be
- 8 moving to laying flock farms so that eggs will be produced in
- 9 a continuous year-round manner.
- 10 Q. Okay, we'll get into the production --
- 11 A. Yes.
- 12 Q. -- sort of stages in a bit.
- And did you have any other responsibilities at Rose
- 14 Acre Farms in terms of management, executive committees or
- 15 Board of Directors?
- 16 A. I was on the Rose Acre Farms' Board of Directors from
- 17 1996 to about 2004, and then again from 2012 to 2015.
- 18 Q. And about how many employees report to you?
- 19 A. Um, about half of our employees work in the live
- 20 production department, so it's around 1,000 employees that are
- 21 in the live production department.
- 22 Q. And how many direct reports do you have?
- 23 A. Maybe eight or nine.
- 24 Q. And what level are they?
- 25 A. They would be director of production that works with the

- 1 laying flocks, feed mill quality personnel, kind of a midlevel
- 2 management-type positions.
- 3 Q. Okay. Now, whether in this trial or otherwise, have you
- 4 ever heard the term "vertically integrated" as it applied to
- 5 an egg producer?
- 6 A. Yes.
- 7 Q. Okay, do you have an understanding whether Rose Acre
- 8 itself -- considers itself a vertically integrated producer?
- 9 A. Yes, we do.
- 10 Q. And can you explain to the jury what that means.
- 11 A. If you're a smaller producer and just have some laying
- 12 chickens, you may not have the ability to grow your own
- 13 replacement pullets. So you could go out and buy them on
- 14 contract from somebody. If you had your pullet farms, you
- 15 could go out and buy day-old baby chicks to hatch to grow in
- 16 your pullet farms. You would buy feed if you didn't have your
- own feed mills. So being vertically integrated means we are
- 18 trying to do all of the steps of the production as much as we
- 19 can to have ultimate control over our quality and
- 20 efficiencies.
- 21 Q. And why is it important to Rose Acre to have that control
- 22 over all of the stages of production?
- 23 A. Well, as I was mentioning before, the logistic part of
- 24 the job is very -- um, we're looking out, you know, a year and
- 25 a half, two years, to what we have, when we know they need to

- 1 be replaced and we want to make sure that we have some control
- 2 over that, that we're not being kicked out of a schedule
- 3 because somebody else had a chick delivery ahead of ours or
- 4 pullet growing opportunity, things of that nature. Plus it
- 5 helps us control our costs, so...
- 6 Q. Okay. Do you remember seeing during the opening a
- 7 demonstrative on egg production?
- 8 A. Yes.
- 9 MR. LEVINE: Could we bring up the demonstrative on
- 10 egg production?
- 11 BY MR. LEVINE:
- 12 O. And do you see in the upper left-hand corner it says --
- 13 I'll tell you in a sec what it says.
- 14 Raising breeder flocks.
- 15 A. Yes, I do.
- 16 Q. Okay, can you explain to the jury what that means.
- 17 A. So we do not do genetic research for the type of leghorn
- 18 laying chicken that we use. We buy that as a day-old baby
- 19 chick. So we're buying females and then males. And then as
- 20 they grow in our pullet growing opportunity for -- or farms,
- 21 for the breeder farm, they get to become sexually mature and
- then we move them to our breeder farm where they stay until
- 23 about 70 weeks of age where males and females can interact and
- 24 we get fertile eggs.
- 25 Q. Okay, and the breeder farms are separate from your laying

- 1 farms?
- 2 A. Yes.
- 3 Q. Okay, so this is simply just to produce --
- 4 A. Fertilized eggs.
- 5 Q. -- fertilized eggs, okay. And then you want those
- 6 fertilized eggs in order to do what?
- 7 A. Well, then based on the size of the housing needs we have
- 8 on each week, we have a schedule for how many egg -- hatching
- 9 eggs that we're going to collect and put into incubators,
- 10 which it takes 21 eggs to -- 21 days to take an egg from set
- 11 to hatch. And then we time how many eggs -- I mean, how many
- 12 chicks are going to be hatching and then delivery and that
- 13 part of the pipeline.
- 14 Q. And is the hatching facility connected to the breeder
- 15 farm?
- 16 A. No, it's offsite. So the eggs are collected every three
- or four days -- daily they're collected down into the cooler
- 18 onsite, and then every three to four days they're brought over
- 19 to the hatchery for that cooler for staging.
- 20 Q. Okay, how long can it stay at the hatchery before it
- 21 needs to hatch?
- 22 A. We really like to try to have the eggs no older than ten
- 23 days. We have done some things where we can hold them until
- 24 about two weeks, but the quality doesn't quite last the longer
- 25 you hold that egg. But basically you're holding it at a

- 1 temperature where you stabilize the fertilization where it
- doesn't go any further until you put it into the warm
- 3 incubators and start that process.
- 4 Q. Okay. And then once you start the warming process, what
- 5 happens then?
- 6 A. It's about 18 days that it's in an incubator tray where
- 7 we're supplying heat and humidity, and it's rotating, and then
- 8 that last three days they begin the hatching process. So
- 9 they're moved from the center to a hatcher, into a hatch tray,
- 10 where they're allowed to hatch out.
- 11 Q. Okay. How many breeder farms does Rose Acre have right
- 12 now?
- 13 A. Um, four.
- 14 Q. And how many did they have when you started with them?
- 15 A. Two.
- 16 Q. Okay, and how many hatching facilities do they have?
- 17 A. One.
- 18 O. Okay, and where is that?
- 19 A. They're all located in Seymour, Indiana.
- 20 Q. Okay, so all of the -- all of the eggs from the breeder
- 21 farms are collected and sent to this one hatchery?
- 22 A. Yes.
- 23 Q. Okay. And once the -- once the eggs are hatched, what
- 24 happens then?
- 25 A. The day-of-age chicks are processed. We use the females,

- 1 we do not use the males. They are beak trimmed at our
- 2 hatchery, given a vaccination shot. They're boxed and put on
- 3 environmentally controlled trailers where they're taken to
- 4 whatever state we have in the pipeline as next to fill.
- 5 Q. How far can they travel?
- 6 A. We have two drivers on it. So we're taking from Indiana
- 7 to the coast of North Carolina, that's about our comfort
- 8 level. So, you know, 16, 17-hour trip.
- 9 Q. And what about your farm in Arizona and the like?
- 10 A. That one's a little bit outside of our comfort level of
- 11 taking day-old baby chicks. We're actually, for that
- 12 particular farm, buying in from an outside hatchery that's
- 13 closer.
- 14 Q. And then once the -- once the young chicks are delivered
- 15 to whichever facility you need them, what happens then?
- 16 A. Um, they're -- they're placed in cages. We show them
- 17 feed and water, we supervise that process for the first
- 18 several days, very intently, because we want to make sure they
- 19 find feed and water, and then they're grown out to 16 weeks of
- 20 age. During that pullet grow-out cycle, we're giving them
- 21 other vaccinations, poultry vaccinations that we feel are
- 22 important for their -- for their long-term health.
- 23 Q. And just to be clear -- by the way, these pictures that
- 24 are being shown on the demonstrative, are these pictures of
- 25 actual Rose Acre facilities?

- 1 A. Yes.
- 2 Q. And what facility is this picture from?
- 3 A. That one, I think, is from our Lone Cactus, Arizona
- 4 facility. It's a standard pullet cage that we have for
- 5 starting chicks.
- 6 Q. And can you tell from 1 and 2 where they're taken from?
- 7 A. 1 is our Storm Creek facility and 2 is our hatchery.
- 8 Q. And again, your hatchery's in Seymour?
- 9 A. Seymour, Indiana, yes.
- 10 Q. Now, how often do you purchase breeding stock in order to
- 11 start this entire process?
- 12 A. We get about two times a year that we purchase day-of-age
- 13 parent stock.
- 14 Q. And you said you have four breeder farms now?
- 15 A. Yes.
- 16 Q. And they're all in northern Indiana?
- 17 A. No.
- 18 Q. I'm sorry.
- 19 A. Around the hatchery in Seymour.
- 20 Q. In Seymour, okay.
- Okay, so we're now at the pullet and they're grown
- 22 out to about 17 weeks?
- 23 A. Yes.
- Q. What's at 17 weeks?
- 25 A. That's when a young chicken starts becoming sexually

- 1 mature, and you -- she's ready for the laying process. Prior
- 2 to that, you can't get her to lay eggs.
- 3 Q. So pullets don't really lay eggs?
- 4 A. No, they don't lay eggs.
- 5 Q. So at 17 weeks that's when they start to have production?
- 6 A. Yes.
- 7 Q. And how long does a hen lay eggs for? We've heard a lot
- 8 of different metrics.
- 9 A. Yeah, depending on the genetics of the bird and whether
- 10 we're going to molt that flock to extend its life cycle.
- 11 Typically we're right around 80 weeks of age on a single-cycle
- 12 flock and about 115 weeks if we molt and extend the life.
- 13 Q. And single cycle meaning?
- 14 A. Not molted.
- 15 O. Okay. And the molt we'll get to, but if you do a molt it
- 16 will extend the hen's life until what?
- 17 A. About 115, usually, you know, whatever age we molt, it's
- 18 in that 40 weeks more of production that you can add on to her
- 19 lifespan.
- 20 Q. Now, in terms of -- you talked about this being sort of
- 21 a -- or you intimated this is a scheduled -- there's a lot of
- 22 scheduling that goes on in this production process. How long
- is the planning process for Rose Acre Farms?
- 24 A. Well, I mean, it's like I was saying earlier, about a
- 25 year and a half, two years. We're looking at what's currently

- in our housing today, when they're going to become of age and
- 2 stepping back to make sure that we have all of those other
- 3 steps lined up, from the size of the houses to know what size
- 4 pullet flock you need to grow, to know how many chicks you
- 5 want to hatch on a certain day to how many eggs you need to be
- 6 collecting and batching together at the breeder farm site.
- 7 Q. How do you know how many eggs you're going to want in a
- 8 year and a half or two years?
- 9 A. For hatching eggs? Well, we have trends of knowing how
- 10 many chicks hatch over time. We know our liveability rates of
- 11 what we should expect during a pullet grow-out cycle. And
- 12 those are our targets that we shoot for.
- 13 Q. And how do you know how many -- ultimately how many hens
- 14 you need in a year and a half, you know, to supply your
- 15 customers in a year and a half?
- 16 A. I -- I work on filling the layer houses up to capacity.
- 17 I'm not sure what our customers need in a year and a half.
- 18 So...
- 19 Q. Does -- well, let me ask you: Does sales at all factor
- 20 into -- you know, do you discuss the matter with sales to
- 21 determine what the demand might be in a year and a half or two
- 22 years?
- 23 A. Well, yes, and specifically, especially on the specialty
- 24 egg side of it, because some of those are dedicated feed that
- 25 we feed the chickens or the style of housing that we put them

- 1 in, and we need to know upfront what sales projections are to
- 2 make sure that as we're filling the hatchers and pullet farms,
- 3 that we've got the right amount of birds destined for the
- 4 right area.
- 5 Q. Okay. And what would happen if there's a disruption in
- 6 that schedule?
- 7 A. It's -- it's -- it's hard to deal with at times. We
- 8 figure out a way. When you look at a laying flock, if you
- 9 wanted to lay when it moves out, well, we already have a
- 10 pullet flock growing to be its replacement, and we might be
- able to handle a week's delay, but those pullets are going to
- 12 lay eggs at 18 weeks and the pullet farms are not set up to
- 13 handle eggs. So we would lose egg capacity at the pullet farm
- 14 site.
- 15 Pullets don't move on time. We have chicks 21 days
- 16 before that we've already put in the hatcheries -- into the
- 17 hatchers and they're going to be hatching and they have to
- 18 have a place to have feed and water, day one. We can't just
- 19 hold them for a week waiting on an opening in our schedule.
- 20 And then also, back to the breeder farm schedule, if
- 21 we're not ordering the right amount of breeders that would lay
- 22 the right amount of fertile eggs and we come up short, then
- 23 we're going to have to buy day-of-age baby chicks on the
- 24 outside market and try to see if we can source those.
- 25 Q. And do you ever like to have empty facilities?

- 1 A. No.
- 2 Q. Why not?
- 3 A. It's -- it's kind of a visual representation that we're
- 4 not doing our job quite right with the logistic part, and the
- 5 amount of dozens that we can produce in production and give to
- 6 processing just helps lower all of our overall production
- 7 costs or costs of production.
- 8 Q. So if a facility is empty, does that add to Rose
- 9 Acre's cost?
- 10 A. Yes. There are fixed costs that happen in an empty house
- 11 not producing any eggs.
- 12 Q. And I bet management's not happy if that happens?
- 13 A. No. No.
- 14 Q. Okay. And you're responsible for that, correct?
- 15 A. Yes.
- 16 Q. Okay. You look happy. Let me turn to a little bit
- 17 different of a subject.
- 18 What are the different ways in which hens are kept
- 19 at Rose Acre Farms? And here I'm really referring to the
- 20 laying hens.
- 21 A. The majority of our hens are in commercial cages. We
- 22 have some that are in aviary cage-free setup, and we have some
- 23 small amount of free-range.
- Q. What is the difference between cage-free and free-range?
- 25 A. Cage-free would be where a bird has an opportunity inside

- 1 a structure to pick and choose wherever it wants to go. We
- 2 kind of restrict that area so that it's not, you know,
- 3 600 feet that they're looking at, more in 50-foot sections.
- 4 Free-range would be the same indoor setup but then are also
- 5 allowed to go outside for periods of the day.
- 6 Q. And why do you offer free-range products?
- 7 A. We had some customers that would like to have a
- 8 free-range product.
- 9 Q. And why do you offer cage-free products?
- 10 A. We have customers that also want cage-free products.
- 11 Q. And how much of Rose Acre's production is represented by
- 12 hens in cages?
- 13 A. We're approximately, capacity-wise, around 25 million,
- 14 26 million laying hens total. About a little over 4 million
- of that is in cage-free production.
- 16 Q. And how much is in free-range?
- 17 A. About 100,000.
- 18 Q. Oh, okay. Not a great demand?
- 19 A. No.
- 20 Q. Okay. So the rest, 20, 21 million are in cages?
- 21 A. Yes.
- 22 Q. Okay. And when did Rose Acre start cage-free production?
- 23 A. Well, Rose Acre started off as a cage-free producer and
- then went to cages. But our current growth in cage-free
- 25 probably started back around 2012. We've always had some

- 1 smaller cage-free flocks even before that.
- 2 Q. Let me ask you, you said you started as a cage-free
- 3 producer. When -- when were they a cage-free producer the
- 4 first time?
- 5 A. Well, Lois and David started the farm back in the late
- 6 '50s. I think they became a company in '64. They started off
- 7 with cage-free flocks and then developed -- they were there
- 8 through the wave of the commercial cage implementation that
- 9 the industry went through and grew from there.
- 10 Q. And when did that wave start about cage production?
- 11 A. Mid-'70s, before my time.
- 12 O. Okay. And you said that around 2012 -- you've always had
- some cage-free production; is that correct?
- 14 A. Yes. Yes.
- 15 Q. But it started to take off?
- 16 A. Yeah. We had smaller, 10-, 13,000 bird flocks, and then
- in around 2012, we had some opportunities to do some larger
- 18 aviary housing and flock sizes were, you know, about 180,000
- 19 birds to a cage-free flock.
- 20 Q. And do you have an understanding why Rose Acre started
- 21 engaging in cage-free production at that point?
- 22 A. Customers were asking more. It's more of the talk out
- 23 and about what -- what customers were wanting.
- Q. Okay. Were there any other factors impacting your desire
- 25 to grow in cage-free production?

- 1 A. Customer demands was the biggest -- the biggest part of
- 2 it. We wanted to be able to address cage-free without going
- 3 back to the problems that the Rust family's experienced when
- 4 they first started off the business. And so a lot of what
- 5 we've done lately is tried to design aviary housing that
- 6 better addresses not only bird behavior, but makes it a little
- 7 bit easier for the people that have to manage and care for the
- 8 birds.
- 9 Q. What were some of the problems that they experienced the
- 10 first time they had cage-free production?
- 11 A. Um, on the floor, there's wood shavings put down. It's
- 12 called litter. It mixes with manure; it gets caked up. You
- 13 have to manage it. You have to watch for things that scare
- 14 birds that cause them to pile. There's pecking issues.
- 15 There's, you know, a larger group of birds that interact with
- 16 each other. So you have more negative and positive and social
- 17 interactions that can happen.
- 18 O. You said a term that's probably not relevant to this case
- 19 but what does it mean, "pile"?
- 20 A. When birds get scared, they run to the nearest corner
- 21 wall and pile up on top of each other and they can suffocate.
- 22 Q. I gather that's not good for them?
- 23 A. No.
- Q. Okay. Okay. Now, so you've been around since 1986 in
- 25 terms of egg production, correct?

- 1 A. Correct.
- 2 Q. Can you give us just some idea of some of the differences
- 3 you see between the 1990s and maybe the 2000s in terms of egg
- 4 production?
- 5 A. Um, the genetics have certainly changed over time. When
- 6 I started in '86, the birds had a little bit of a higher
- 7 mortality rate. So when we buy birds of a different strain,
- 8 we were given manuals from the breed companies. They compile
- 9 a lot of data to look at, what's a normal mortality rate per
- 10 day, per week, per the life cycle you choose.
- 11 So we're always looking to see that we're trying to
- 12 maintain those levels or improve upon them. I think back in
- 13 the late '80s, early '90s, we had a little bit of a higher
- 14 mortality rate with the breed of bird that we had at the time
- 15 and a little bit less feed efficient. So we had to put a lot
- 16 more feed in front of the chickens to get a certain number of
- 17 eggs and today -- today those efficiencies have definitely
- 18 increased. We've got a different breed selection choices that
- 19 we can do now that lay at a higher rate of lay.
- 20 Q. And what about in the regulatory scheme, has that changed
- 21 between the '90s and the 2000s?
- 22 A. Yes. In the 1990s, you know, obviously we had certain
- 23 state and issues to build houses and to house chickens. Later
- on, different regulatory, especially at the federal level. We
- 25 now have an egg safety rule we need to follow where we're

- 1 monitoring volumes for Salmonella. We have different customer
- 2 programs that are coming along that are asking for different
- 3 questions, coming for onsite audits, things of that nature.
- 4 So I would say the documentation and paperwork definitely has
- 5 increased over the past 30 years.
- 6 Q. Have there been environmental regulations as well?
- 7 A. Yes. Yes. So different states, but basically, if you're
- 8 going to keep a lot of animals in one area in agriculture,
- 9 obviously they want to make sure that the waste, the manure
- 10 that's produced is handled in a -- in an efficient manner and
- 11 that you have storage on-site that can handle large volumes
- 12 and that you're selling it or applying it to land under
- 13 certain agronomic rates that are approved.
- 14 Q. And what about permitting, has that changed between the
- 15 '90s and the 2000s?
- 16 A. Yes. Permitting used to be a little bit more standard,
- 17 especially if you're going to add a house to an existing farm
- 18 site. And notification process, to neighboring affected
- 19 landowners, they already knew what was going on there, to our
- 20 new farm site that we did in North Carolina at Hyde County.
- 21 It took a couple of years just to get through all of the
- 22 proper hoops to get the right permits to be able to start
- 23 there.
- Q. And you didn't experience such obstacles in the '90s?
- 25 A. Not to that extent, no.

- 1 Q. Okay. And what about the customer involvement in
- 2 production, has that changed again between the '90s and the
- 3 2000s?
- 4 A. Yes.
- 5 Q. In what way?
- 6 A. We would occasionally get inquiries from sales on
- 7 different practices we were doing, or if they could have a
- 8 customer stop by and look at the processing area where the
- 9 eggs were packed and washed -- washed and packed, pardon me,
- 10 and up into the layer houses to look at the -- where the birds
- 11 were housed to depending on the size of the customer and what
- 12 their -- what their programs are, we have several that we keep
- 13 track of.
- MR. LEVINE: Your Honor, I'm moving on to a
- 15 different topic.
- 16 THE COURT: Then why don't we take that as a signal
- 17 that it's time to take a bit of a break overnight, just so
- 18 that everybody can get on their way safely to their homes
- 19 where we hope that, once again, that you have a very pleasant
- 20 evening with friends and family. Don't talk about the case,
- 21 do any research. We continue to be a bit ahead of schedule,
- 22 and that means to stay on that trajectory, see you tomorrow at
- 23 9:30.
- 24 THE DEPUTY CLERK: All rise.
- 25 (Jury out.)

- 1 THE COURT: Okay, there's a couple of -- Mr. Hurd,
- 2 you may step down.
- 3 THE WITNESS: Thank you.
- 4 THE COURT: A couple of just housekeeping things.
- 5 There is going to be some third-year students doing a little
- 6 trial advocacy, faux trial here tonight. So they'll only use
- 7 those tables, if you just want to clean up a tad. They won't
- 8 take anything, I promise.
- 9 Tomorrow we'll stay from about, I don't know,
- 10 4:30-ish -- well, 4:45 to maybe 6:15. I would like you all to
- 11 focus your time and brain power on things that really need to
- 12 be different from the last time I went through this activity.
- 13 There's no point in -- unless there has been some development
- in the law that I've not paid attention to, there's no point
- in really trying to start from the beginning or -- you should
- 16 assume that I rather like what I did the last time. At least
- it's a very good template, I would think. So if you've got a
- 18 reason to attack it, have a good one and have an alternate
- 19 language --
- MR. BLECHMAN: Very well.
- 21 THE COURT: -- to present. Okay? Not that I'm not
- 22 open-minded, but I just think it's fair to give you that frame
- of reference. How are we, by the way, on the schedule?
- MR. KING: Your Honor, I think what you described is
- 25 pretty accurate.

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- 1 THE COURT: Yay.
- 2 MR. KING: Depending upon how tomorrow goes, I think
- 3 we can get our expert on -- experts on and off before the end
- 4 of this week.
- 5 THE COURT: Okay. And so other than Mr. Hurd, who
- 6 else of a nonexpert type?
- 7 MR. KING: We have -- we need to finish up
- 8 Mr. Marshall, who we had on the stand right before the
- 9 holiday. We have Greg Hinton, who's the vice president of
- 10 sales, and then Rose Acre has a couple other experts that
- 11 we'll be calling. And then UEP will have to decide whether it
- 12 intends to call somebody, but --
- 13 THE COURT: Okay. No decision on that yet?
- 14 MS. LEVINE: We're just deciding based on the
- 15 testimony if we can just cut down and get this trial done,
- 16 because a lot was done in the Plaintiffs case that we didn't
- 17 expect, so we think we might be able to do that.
- 18 THE COURT: Okay. So how many weeks is USEM going
- 19 to take?
- MR. HARRIS: Just a few.
- 21 THE COURT: Okay. I have another question that it
- 22 occurs to me, showing how pathetic my weekend was. It was a
- 23 great weekend. But I then was concentrating on this trial,
- 24 and it occurs to me that when we seated the jury, there was
- 25 the subject of how many jurors might be turned into alternates

- 1 or whether we'd keep all 12. I mean, I said that we would
- 2 keep going as long as we had ten, I believe. I don't know
- 3 whether that was taken by anybody as meaning that, if these
- 4 folks are all still here, that they all deliberate or that we
- 5 were going to excuse or treat any as alternates. Please don't
- 6 say anything yet. I just want to revisit that to make sure
- 7 everybody is on a like page. You might want to go back even
- 8 and check the transcript to make sure that everybody was able
- 9 to articulate their views and that we reached some sort of, if
- 10 not agreement, at least understanding.
- MR. BLECHMAN: Very well.
- 12 THE COURT: Okay. I -- I know what I think, but I
- 13 really want you all to have a moment or some time to confer
- 14 with each other and double-check the transcripts.
- It's pretty clear everybody's engaged, I mean -- not
- 16 that you aren't terrific, but, you know -- and tremendously
- 17 engaging, but wow. So, anyway, that's something I just wanted
- 18 to put out there for you all. Okay. Have a nice evening.
- MR. BLECHMAN: Thank you, Your Honor.
- 20 MR. LEVINE: Just one --
- 21 THE COURT: Oh, yes.
- 22 MR. LEVINE: I guess Rose Acre formally moves under
- 23 Rule 50 for judgment.
- THE COURT: Does it? Yes.
- MR. LEVINE: We'll be filing a brief shortly.

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1
               THE COURT: Okay. I think it would be most sensible
 2
     to assume that I'm just going to keep it all --
 3
               MR. LEVINE: Understood.
 4
               THE COURT: And after you get the briefs, if you
     want to file a brief on it, that's great, but I think we'll
 5
     just keep trucking.
 6
 7
               MR. BLECHMAN: Very well, Your Honor.
               MS. LEVINE: Just for completion, UEP and USEM will
 8
 9
     as well.
10
               THE COURT: Okay, good. Great. Glad to hear it.
11
     Okay. Have a nice evening.
12
               MR. BLECHMAN: Thank you, Your Honor.
13
                         (Court adjourned.)
14
                      C E R T I F I C A T E
15
16
             I certify that the foregoing is a correct transcript
17
     from the record of the proceedings in the above-entitled
18
    matter.
19
20
21
                              Kathleen Feldman, CSR, CRR, RPR, CM
                              Official Court Reporter
22
23
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